DOCUMENT RESUME

ED 260 481 CS 505 038

AUTHOR Briller, Bert R., Ed.; Knight, Pamela, Ed.
TITLE Television Looks at Aging.
INSTITUTION Television Information Office, New York, N.Y.
PUB DATE 85
NOTE 96p.; Photographs may not reproduce well.
PUB TYPE Reference Materials - Bibliographies (131) -- Viewpoints (120)

EDRS PRICE MF01/PC04 Plus Postage.
DESCRIPTORS Adult Development; Age Discrimination; *Aging (Individuals); *Broadcast Industry; *Characterization; Interpersonal Communication; Mass Media Effects; *Older Adults; *Programing (Broadcast); Stereotypes; *Television; *Television Viewing
IDENTIFIERS *Media Role

ABSTRACT

How television is helping to make older adults more visible by drawing attention to their needs and by recognizing their contributions to society is examined in this book, which presents a sample of television programing in the 1980s. The book begins with an introduction by Mary Cassata that surveys the literature on television's roles as both mirror and molder of the changing and often conflicting images of older citizens. It then presents brief descriptions of television programs that deal with the elderly and with issues of particular interest to or concerning them, including housing, economics, ability in aging people, health, death, coping, society's attitudes, gray power, relating to other generations, and adapting to aging. The final section of the book presents descriptions of programs that depicted older adults who have remained vital people. A list of television stations represented is included. (EL)

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TELEVISION LOOKS AT AGING

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New York • Television Information Office

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Library of Congress Catalog Card Number 85-51255

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CONTENTS

	Foreword	vii
	Introduction: Images in Transition	1
1	Housing	17
2	Economics	23
3	Ability Is Ageless	31
4	Health	37
5	Death With Dignity	47
6	Coping	51
7	Society's Attitudes	65
8	Grav Power	73
9	Across the Generations	77
10	Adapting to Aging	85
11	Vital People	93
	List of Stations Represented	101
	References	103

FOREWORD

Since the beginning of the 1980s a change has been taking place in the attitude of Americans toward aging. As a population, we are growing older, and for the first time in our history there are more older citizens than teenagers. Between 1900 and 1980 the percentage of the United States population aged 65 and over tripled.

In considering the nature and extent of television's response to this demographic shift, the first thing that springs to mind is the disappearance of a stereotype that has long disturbed and troubled older people. Their image was of being frail, powerless, dependent. This was never true—no stereotype ever is—nor is the new contrasting image that is emerging, of the tireless retiree, bounding from tennis court to golf course. The real older American is neither of these, and in this survey of television programming, a clearer picture emerges.

One of television's greatest strengths lies in its capacity to mirror society, and, as Dr. Mary Cassata points out in her introductory chapter, "Images in Transition," the medium both reflects our society and, to a certain extent, molds it.

The entertainment and news programs, both network and local, described in these pages, are examples of what the industry does best—they give a realistic picture of older Americans. They describe how older people are to-

day, not as stereotypes, but as diverse individuals. For example, the older characters on current dramatic series—consider *Dallas* and *Dynasty*—are no longer passive and incompetent. In their command of themselves and their lives, they reflect changes in our society and in our attitudes. They are no longer victims.

A clear indicator of society's steadily increasing interest in aging is shown in the current edition of *The Video Source Book*, which lists programs that have been broadcast or prepared for the home screen. The 1984 edition includes 244 titles on aging—twice the number available in 1980.

Television Looks At Aging gives a comprehensive overview of the journalistic coverage of aging in America. News directors and reporters are increasingly aware of the significant presence of this large and diverse group of people who were once lumped together into a homogeneous mass and labeled "senior citizens." Some are rich, some are poor, some are healthy, some are not, but their main preoccupations—health, housing and economics—are the same as the rest of the population.

This study is part of a cohesive body of research by which the Television Information Office seeks to define the roles and functions of over-the-air television. Thanks to the broadcasters who cooperate with us by keeping us informed about their work and telling us how their audiences respond, we are able to provide a link between television and its many publics.

The link between the industry and its older viewers is strong, and it remains so because broadcasters are responsive to the evolving needs and attitudes of this important segment of their audience. This book is evidence of our continuing dedication to that concern.

ROY DANISH, Director
Television Information Office

New York

An introductory essay by Dr. Mary Cassata

IMAGES IN TRANSITION

1
IMAGES IN TRANSITION

More than two centuries ago, Sebastien R.N. Chamfort, the French satirist, observed, "Man arrives at every stage of life a novice." In the wake of the dislocation between contemporary society's long-held beliefs about what it means to grow old and the older person's failure to accommodate those beliefs, Chamfort's words appear to be even more profound today. For today, the social order and the older person stand at the juncture where each now must ponder the paths that have led them to "the phenomenon where no one (quite) 'knows' how to grow old." In a society in which old age is paradoxically hailed as an achievement but treated as a failure, it should come as no surprise that it is among the older adult segment that the leadership role is being assumed for searching out the answer to the meaning of old age. Many seniors perceive themselves as being "generational pioneers" engaged in the business of exploring their own futures.

As older citizens are searching for new images of themselves, television, one of the most pervasive media, is reflecting the changing images of older people. The purpose of this introduction is to survey the literature on television's roles as both mirror and molder of the changing and often conflicting images of our older citizens.

At the fourth national Conference on the Aging in 1981, the White House delegates were reminded that between 1900 and 1980 the percentage of the United States population aged 65 and older had tripled. This was an eightfold increase in the number of people in that age group. According to current projections, by the year 2000 those over 64 will comprise 32 percent of the American population. Another projection is that in 50 years the number of these older Americans will more than double—to 65.8 million in 2033.

As numbers alone rarely reveal the complete story, one searches elsewhere for deeper meanings. In 1900, life expectancy at birth for the American male was 46 years; for females, 48 years. Today, the corresponding figures are 70 and 78 years. And there are promises of even greater increments as medical and nutritional advances continue. These facts and these projections seem to underscore the extraordinary truth that, as a group, today's older Americans stand out as "the wealthiest, best fed, best housed, healthiest, most self-reliant older population in our history," but a widely held American perception of the 1980s would seem to have it otherwise. For to many of us aging has always implied poverty, isolation, loneliness, poor health—the aged falling prey to virtually every known societal assault, real or imagined.

Somewhere between fiction and fact lies the truth. The deficits of aging have been overemphasized for so long that most of us are blind to the pluses of growing older. Somehow, we have come to believe that a single age marks the threshold of "oldness." For example, adults generally accept our culture's boundary of old age as being the magic figure of 65. But, for a youth, 30 or 40 or 50 years might mark the far horizon. Yet, aging is not a single terminal stage but a continuum of lifelong growth and of adjustment to events, altered physical states and emotional history. So heterogeneous is the group in this last growing stage of life, that students of gerontology have drawn demarcations among the "young/old" (60 to 75 years), the "middle/old" (76-85 years), and the "old/old" (85 years and over), on the assumption that each stage has unique problems and gratifications. Thus, a new step is being taken in the recognition that older people still have their hopes, dreams and desires; for in the words of Ethel Shanas, professor emeritus of sociology at the University of Illinois, "Nobody becomes somebody different as they get older."

First, A Word from Our Sponsor — Society

Of all the prejudices in our society, ageism is said to incite the angriest responses. This is undoubtedly due to the fact that ageism is a prejudice that may well touch every one of us. And yet, while we are young it does not bother us very much that the values of our society simply do not favor the older person. Consider, for example, such values as *self-reliance* (vs. dependency); *meaningful, highly recompensed work* (vs. retirement); *physical attractiveness* ("young" vs. "old"); and *control* or *mastery over the environment* (including the expectation of control or mastery over growing old). Furthermore, like most prejudices, ageism wears three ugly faces: discrimination, segregation and caricaturization. The older person is denied the right to *have* (i.e., discrimination in financial security); the right to *belong* (i.e., segregation from mainstream society); and the right to *be* (i.e., caricaturization and stereotyping rather than being seen as an individual). Perhaps the most exasperating cut is that no one quite knows whom to blame for these harmful policies and attitudes; and thus we do not know easy ways to change them. Assuredly, ageism has not surfaced overnight, but it reflects recent sweeping social changes that tend to pit young against old.

Given the amount of attention paid to television's role in American society, it seems almost unbelievable that a little more than 25 years ago pollsters might still ask, "Have you ever seen a television set in operation?"

From the very beginning, controversy centered about children's and adolescents' viewing behavior and television's influence upon them. Much less attention has been paid to the corresponding questions regarding our adult population and far less regarding our older Americans. The latter neglect is perhaps another reflection of society's posture toward the older person, given the evidence that television is probably more important to this age group than to any other.

In response to the basic questions, "How much television do older people watch?" and "How does their viewing behavior compare with that of other age groups?", study after study identifies television viewing as one of the more important pursuits of older people. The trend toward increased viewing begins,

however, in middle age and continues well past retirement (i.e., up to age 70), before showing a slight decline. The well-regarded Louis Harris national survey, *The Myth and Reality of Aging in America*, found that persons over 50 watch more television than younger persons. It is also interesting to note that the older age group's level of television viewing remains constant, regardless of living arrangements. Specifically, studies carried out in retirement communities among well-adjusted older people, in institutions where television viewing patterns have been closely scrutinized, and in communities where independent older persons have been living alone, have concluded that the viewing of this age group is a prized and constant daily activity, preferred over any other.

"Older adults have the most leisure time, yet they tend to select program fare carefully, rather than to accept passively the 'least objectionable' program."

Nielsen places television viewing for people 55 years old and older at the level of 35 to 40 hours on the average per week, or approximately one additional hour per day when compared to the 25-to-49 age group. Older women watch more than any age group and slightly more than older men (about 5 hours more per week), with both sexes becoming less critical of television fare as they advance in age.

The relationships, first of adults, then of older people, to the mass media have been summarized in five propositions by at least two researchers. Applying these propositions to television, we find that:

1. Older adults have an already-acquired repertoire of media skills and abilities to gain access to them. (A provocative but unexplored thesis suggests that older people will lean toward the media they were raised on - i.e., print and radio for this generation. But the problems of vision and hearing losses, as well as the ready availability of television in their homes, make television their preferred choice.)

2. Older adults have already settled their allegiances to the media they plan to use throughout their lifespan. (Innovative media, movie attendance and reading materials are subject to the limitations of their incomes.)

3. Older adults living alone have the freedom to choose whatever media content they wish, uninhibited by the presence of others.

4. Older adults have the most leisure time, yet they tend to select program fare carefully, rather than to accept passively the "least objectionable" program.

5. Although older adults are said to continue the media choices of their past, they show more interest in information and public affairs programming. This may be explained by their current greater need for more information about their environment.

Much data has been generated on the television preferences of older people, refuting, for one, the "disengagement theory of aging." This posits that as people grow old they are likely to show less interest in society's problems. While the strong interest of older people in news and public affairs programming may be explained in part by the fact they no longer receive the information they need at the workplace, it is maintained that television news allows them to feel connected to the world, and the news also supplies them with the information required for "adaptive functioning." The "disadvantaged," which according to some researchers includes the older age group, turn to television for knowledge and information.

Older viewers have been called "embracers" of television, scheduling their activities around a medium which can perfectly match their own routines. Not only does television divide time for them into significant intervals, but in the broader sense it *fills* time by giving them something to do. Overall, the enthusiastic and uncritical attitude of many older people toward television cancels out the criticisms made by those who are less enchanted with the medium; yet even the latter admit they would prefer to have television rather than not have it.

In addition to watching television to enhance their knowledge, older people watch television for entertainment, relaxation and escape. They rate variety shows, musical programs, quiz programs and travelogues highly. In terms of knowledge enhancement, there is much evidence underscoring the older person's liking for talk-interview programs such as *Donahue* and magazine-documentary type programs such as *60 Minutes*. They also enjoy "wholesome and happy programs." In particular, they like programs featuring such older celebrities or characters as Bob Hope, Lawrence Welk and *The Waltons*. One

THE WALTONS, *a dramatic series with strong family relationships, is still going strong in syndication after a nine-year network run.*

of the most gratifying of program types for them is that old standby—the soap opera. Revolving around the theme of family and love, soap operas not only feature many older actors and actresses in positive role protrayals but they often depict older people as tentpole characters upholding the traditional values and mores of our society.

Functional Role of Television

Much of the literature on the functions of television in older people's lives has been positive. As a substitute source of the news and information they formerly received in their interpersonal contacts, television enables the older person to keep up with what is happening "out there." Much information pertaining to their health, finances, housing, social welfare and their special problems is available in news and public affairs programs. Moreover, older people have come to believe that television news is fairer, less biased and more credible than newspapers. In addition, some of them may not be able to afford newspapers or magazines regularly.

"Although television has been criticized for not including enough older characters in its programming, there have been positive and healthy signs over the past few years that the picture is improving."

Television spans not only time but distance. Feelings of loneliness and isolation are dispelled as viewers engage in parasocial interaction with the people and characters on the screen, enabling them to maintain the illusion of living in a populated world. Moreover, the older person may establish intimate friendships with television characters, appreciating them for their nonthreatening, nonjudgmental demeanor.

Although television has been criticized for not including enough older characters in its programming, there have been positive and healthy signs over the past few years that the picture is improving. Examples of the recent trend toward more attention being paid to older people in television dramas include: a succession of former movie performers who were "big stars" in the 1930s and '40s featured on *Love Boat;* specials presenting the dramatized biographies of Golda Meir and Eleanor Roosevelt; and productions such as *Summer Solstice, White Mama* and *A Piano for Mrs. Cimino,* starring veteran actress Bette Davis. Programs such as *Lou Grant, Quincy, M.E., Hill Street Blues, Barney Miller, All in the Family,* and *Archie Bunker's Place* have consistently shown a sensitivity to problems or issues associated with aging.

Recently, prime-time television soap operas such as *Dallas, Falcon Crest* and *Dynasty* have portrayed older persons in positive family roles and/or in positions of power. Daytime soap operas, of course, have never been remiss

Aging is portrayed with integrity and grace: Katharine Hepburn and Laurence Olivier in a December romance.

in this area, and for years older actors have been familiar and cherished friends to older viewers. These include Larry Haines (Stu Bergman) of *Search for Tomorrow*; Lillian Hayman (Sadie Gray) of *One Life to Live;* Hugh Franklin (Dr. Charles Tyler) and Frances Heflin (Mona Tyler) of *All My Children* along with a host of others in that serial who might be described as nearing the "young/old" category. Henderson Forsythe (Dr. David Stewart) of *As the World Turns,* Lois Kibbee (Geraldine Saxon) of *The Edge of Night,* John Beradino (Dr. Steve Hardy) of *General Hospital,* and Charita Bauer (Bertha Bauer) of *The Guiding Light* are other examples.

In prime time, Helen Hayes, Pernell Roberts, George Burns, Fred Astaire, Buddy Ebsen, Katharine Hepburn, Bette Davis and John Houseman are representative of performers presented on television as persons who have aged with integrity and grace.

Images: Representation and Quality

Television has been described as a medium that is both reflective and projective, operating on the principle of selectivity. That is, it reflects certain aspects of reality from its own "frame" and projects its treatment of the reflected image back to the audience. It is therefore argued that the images of the older person which television projects have not been created by television, but rather that they are "used ideas and symbols," anchored in two centuries of our culture's technological growth and social change.

The scientific method which researchers employ in the quantitative and qualitative assessment of these images is known as content analysis, defined as controlled monitoring of program content. However, when the unit of investigation happens to be the image of "age," it becomes immediately obvious

"Better definitions of 'old' and 'aging' need to be established. Given the complex of variables that might be considered, chronological age seems to be an inadequate indicator of being 'old'."

that there are problems of precision, objectivity and uniformity to contend with. Differences in audience size, definition of variables, the types of programs analyzed, the size of the sample and the length of the period of program analysis, among a number of other factors, often produce contradictory, noncomparable studies, signaling that great care must be exercised in the interpretation of the results.

Moreover, better definitions of "old" and "aging" need to be established. Given the complex of variables that might be considered (for example, differences in social, health and economic conditions), chronological age seems to be an inadequate indicator of being "old." Other communication and mass communication concepts need to be taken into consideration. Some of these are "life-span position" (i.e., shared life events and social milieu); "contextual age" (which includes interpersonal interaction, life satisfaction, physical health and economic security, among other factors); and theoretical orientations such as disengagement, activity and personality theories.

Deriving numbers and percentages of older people in television programming is obviously a lot simpler than making assessments of the quality of those images. Most studies, for example, reinforce the finding that television underrepresents older people in terms of their proportion in the real world. Furthermore, it is pointed out that this is all the more striking in terms of the underrepresentation of older women. Yet across all age levels, television typically inflates the numbers of males to females by a ratio of 3:1. With regard to the chronological "age" variable, part of the problem is television's tendency to cast young and attractive females who are on the average 10 years younger than their male counterparts. Therefore, overall, it appears that sexism—much more prevalent in our society than ageism—must be held accountable for the imbalance in the portrayal of older women compared to older men on television.

In terms of specific studies, a 1973 survey measured the visibility and directionality of the image of people 65 years old and older in a sample of 30 half-hour periods on commercial prime-time television. With regard to numbers of older people, this study concluded that television tended to *overrepresent*, not underrepresent, them (13 percent vs. the census figure at the time of 10 percent). Moreover, the expected negative image of older people was not supported by this study. Of 21 evaluative bipolar attributes, positive ratings of the image of older people were recorded for 59 percent of the total number; neutral ratings for 23 percent and negative ratings for 18 percent. The most favorable image ratings were achieved in the "active/passive," "independent/dependent," "competent/incompetent," "strong/weak," and "good health/poor health" dimensions. The lowest ratings, although more positive

than negative, were perceived to be in the areas of the "friendly/unfriendly" and "socially accepted/socially rejected" dimensions. Yet, interpretations of the study's results by other researchers clearly implied that the study's findings were negative.

Another study found that news and talk shows presented older people in positive roles, in which older men, especially, received high attribute ratings of "authority" and "esteem." This was, probably, a consequence of the large numbers of older politicians, journalists and experts appearing on such programs. Encouragingly, the study also found that women represented one third of all the persons of either gender in positions of authority for the 60–70 years age group. Perhaps even more noteworthy in this same study is the finding that of those characters estimated to be more than 50 years old, 13 percent were found to be engaged in high physical activity, while the percentage of highly physical active persons 30 to 50 years old was only half that. However, it is disturbing to note that other researchers, assessing these findings, concluded that their own " unstructured observations" led them to the interpretation of "reverse stereotyping." The questions arise, based upon their evidence (i.e., "unstructured observations"), whether such an interpretation is justified, and whether this is not a case of the medium being caught in a Catch-22 situation. In short, is television being criticized both for portraying older persons too favorably and too unfavorably?

One of the medium's severest critics, Dr. George Gerbner, Dean of the Annenberg School of Communications at the University of Pennsylvania, has come down hard on television's image of old age, while other communicologists have tended to be more moderate in their assessment of the quality of that image.

Walter Cronkite, who tops lists of popular television journalists, continues to appear on special programs.

Gerbner's studies, in particular, have found enormous discrepancies between the number of older people on television and their actual numbers. However, even Gerbner's conclusions are not all negative; some positive elements have emerged from his studies.

In his 1979 study of personality characterizations, for example, while Gerbner found older characters on television to be portrayed as being treated with disrespect and less likely to play serious roles, he also found the condition of loneliness to be less common than among younger age groups. He also observed that television tended to show most of the elderly as useful. In an earlier study in which 9,000 characters were evaluated, Signorelli and Gerbner (1977) found that, contrary to popular belief, older people were not always represented as being poor, down-and-outers. In fact, nearly 20 percent of the older prime-time characters in their study were found to be members of the upper class. Signorelli and Gerbner also concluded that older characters placed extraordinary emphasis on the importance of home and family—being portrayed as sociable people dedicated to remaining firmly within the married state and engaged in parenting and homemaking activities.

Furthermore, a number of researchers including Gerbner, as well as myself and my associates at the State University of New York at Buffalo, have recorded considerable differences between daytime and prime-time entertainment programming in general, and in regard to older people in particular. Without hedging, Gerbner noted, "The daytime world is both more equitable and more relevant. There is almost an even man-woman character ratio. Older people play more important and responsible roles. They often have the power to do good or evil." He also noted that with this power, older people held the power of romance and that viewers of all ages were responding positively to that power.

The well-scripted ALL MY CHILDREN *features strong, convincing older characters such as Ruth Warrick as Phoebe Tyler Wallingford and Louis Edmonds as the fascinating con artist who became her second husband.*

In our 1978 study, "Images of Old Age on Daytime," in which we investigated the 13 soap operas then on the air, using 13 teams of university undergraduate students, we found an overrepresentation (16%) of older persons populating the daytime serial world. From this study, the positive profile of the older person which emerged showed him or her to be a community influential, opinion leader and upholder of traditional moral values. They were highly

"The picture of the older person on daytime television places that person within the mainstream of the social world of television, with romantic love and sexual activity playing an important role in their lives."

respected, involved and active persons, striving to make positive contributions and having a good self-image projected through a stable emotional and physical posture.

Thus, the picture of the older person on daytime television places that person within the mainstream of the social world of television: tentpoles of the American family, with romantic love and sexual activity playing an important role in their lives. They work, they represent all classes of people from rich to poor and they encompass the full range of personality types.

Few will dispute the fact that television entertainment content focuses dramatically on the mature adult between 30 and 54. However, with regard to the portrayals of the older population, I question some analyses of network television programs which concluded: "stereotypical problems traditionally associated with old age, such as poor physical health, senility, poverty, institutionalization, were not emphasized...poor health was a problem more likely to plague young children...none of the aged were portrayed as senile...none were shown in institutionalized homes...the young were more likely to be hospitalized than the old...and poverty did not appear to be associated with any one age group." Yet, the conclusion reached in the particular study which yielded these findings was that the old were being unfairly presented because there was not a numerical balance. Obviously, the quality of the image television presented did not count for much with that researcher.

Another survey carried out over several commercial television seasons questioned the findings of studies claiming there to be uniformly negative typecasting of older people. While the usual "numerical unrepresentativeness" was found, together with the familiar male-to-female imbalance, the study nevertheless concluded that older characters act similarly to others across all age groups in displaying and receiving positive social acts of altruism and affection. The other characters are more verbally but less physically aggressive than any other group and are represented in varied social classes and across major program types. But it also raised the important question:

Which age constitutes the young viewers' concept of "old"? If young viewers identify Lou Grant, Maude, George Jefferson and Archie Bunker as "old," then obviously there are other indicators beyond chronological age and physical descriptors that need to be studied to learn what shapes attitudes toward and impressions of older people.

On the basis of the currently available studies of older people and television, the only fair conclusion is that they are a mixed bag of positive and negative findings. However, it appears that in interpreting them the negative elements are often given greater weight.

Commercials and the Old Age Market

As with television's programming, the content of commercials has been heavily criticized for worshipping images of the "Pepsi Generation." Gerbner, finding only 2.3 percent of prime-time television's fictional population to be over the age of 65 (in contrast to 11 percent of the U.S. population), offered, "It does appear to reflect the distribution of consumer income by age. Television's prime-time population may well be seen as a mirror of the audience referred to by the industry as the 'prime demographic market.' " However this may be, in 1978 the Select Committee on Aging of the House of Representatives, examining the subject "Age Stereotyping and Television Commercials," asked several representatives of the advertising industry and the National Advertising Review Board to answer the question, "Does advertising to any significant degree present old people in an unfavorable or derogatory manner?" The hearing included participation and input from interested groups, including the National Council on Aging, data from 100 companies having large advertising accounts who submitted 300 print and broadcast advertisements in response to this request, and data from the three commercial television networks documenting complaints received about the portrayals of older people in commercials. The Committee concluded that there appeared to be "persuasive evidence that the elderly are fairly and responsibly portrayed in advertising."

Problem of Stereotypes

Of course, other studies may be cited to refute or support the study noted above. But several points, clearly articulated in this same House of Representatives hearing, should be considered: (a) the difficulty of recognizing in commercials a nonstereotypic elderly character; (b) the awareness of advertisers that older people do not like to be reminded that they are getting older; (c) the lack of consensus as to what constitutes offensive portrayals (e.g. praise by one group for a Dannon commercial showing long-lived yogurt eaters vs. condemnation by another group for the same commercial's showing older people eating prune yogurt); and, finally, (d) the necessity to establish quickly, within a 30-second or 60-second commercial, stock characters to whom the audience can relate—hence the utilization of identifiable characterizations.

An important point is that awareness of the marketing strength of older Americans is growing among advertisers. The $60 billion-plus market represented by older people (whose discretionary income is increasing because they have Medicare, pension benefits and fewer dependents) is becoming increasingly attractive to marketers who are willing to challenge their assumptions about (old) age. As if to stress this point, *Advertising Age* recently carried a full-page advertisement for *Modern Maturity*, in which it was claimed

"Given television's important place in the social pattern of the nation, it is now appropriate to evaluate its role in the shaping of our attitudes toward older people."

that this magazine, published by the American Association of Retired Persons, is "America's 3rd largest magazine...with over 22,400,000 readers." It noted that the 50-and-over households "now control 50.2 percent of all U.S. discretionary income."

Television and Social Change

Given television's important place in the social pattern of the nation, it is now appropriate to evaluate its role in the shaping of our attitudes toward older people. The evidence, or rather the *perception* of that evidence, seems to show television having both positive and negative effects. The Gray Panthers, who used to take the view that television portrayed the older person as "ugly, toothless, sexless, incontinent, senile, confused and helpless," have noted that this is no longer typical. A Louis Harris poll disclosed that 70 percent of Americans believe television shows older people in a positive light, and older people themselves were found to be less critical of television's image of them than were younger people. Studies such as Roper's have also reinforced the finding that more older people are satisfied with their television image than are displeased. Given the public's general satisfaction with television's portrayal of older people, how do we then deal with the schizoid positive/negative image revealed in the content analysis data recorded by trained coders? The problem is complex, because people view characters qualitatively rather than quantitatively, and their perceptions are filtered through their varying consciousnesses and their individual experiences and needs.

A new approach, perhaps ironically, looks at negative stereotypes of older people spread by society from the perspective that they may potentially wield a *positive* psychosociological influence on the older person. The concept is that negative stereotypes of aging, which suggest that old age is a dreary, disadvantaged state, provide many older persons with a reason for feeling advantaged. This alternative perspective, which has been called the "relative advantage theory" posits that:

1. Older persons who believe others of the same life-cycle position to be worse off than they will achieve higher life satisfaction scores than those who perceive others to be as well or better off than they;
2. Older persons who perceive the difficulties of others of the same life-cycle position will support and join coalitions on behalf of their disadvantaged cohorts and, for example, approve government taxation of all age groups to support them.

In other words, evidence has been presented that it is *not* dysfunctional to show older people who are lonely, ill or poor. Who among us, for instance, cannot count among our friends or families older persons who privately place themselves in that special category of being exceptions to the rule, while believing that there are all those anonymous others who are infinitely worse off?

"Of all the institutions which might share responsibility, television is consistently singled out for whatever is deemed wrong with our society. Yet, when the medium is rated by the American public on specific dimensions, its role is accorded considerable praise."

Seeing a portrayal of a disadvantaged older person may enhance such individuals' self-esteem, their resolution to be more active and involved. The implication is that such old-age stereotypes comprise a negative reference group (rather than a group to identify with), which engenders a more realistic awareness of need.

A Summing Up

Of all the institutions which might share responsibility, television is consistently singled out for whatever is deemed wrong with our society. Yet, when the medium is rated by the American public on specific dimensions, its role is accorded considerable praise. Consider the findings of the national Roper surveys, which have been tracking the American public's attitudes toward television since 1959. Most Americans, Roper finds, cite television as the most believable and most relied upon news medium. And since 1967, local television stations have topped other community institutions—i.e., church, police, newspapers, schools and local government—in being perceived as doing an "excellent" or "good" job. Roper has also explored perceptions of how television entertainment programs portray certain groups (e.g., blacks, Hispanics, the elderly, women, etc.). Majorities of those with opinions consider that each of the groups has been portrayed fairly or favorably.

Moreover, one group—the elderly themselves—were found to be more assertive than the general public in judging their group's portrayal on television to be fair—a finding in keeping with the results of most surveys. Fur-

ther, television entertainment was named by more than 50 percent of all respondents as a preferred leisure-time activity, right after visiting and being visited by friends but ahead of a long list of other activities. And from a list of 12 possible negative and positive descriptors for television, the top seven were all positive. That is, television was seen as being "entertaining," "informative," "interesting," "relaxing," "generally good," "a good companion," and having "many kinds of programs." Finally, in terms of attitudes toward the concept of commercially sponsored television, Roper has found that the overwhelming majority of the American public agrees with the concept that having commercials is a fair price to pay for the programs.

Given such favorable attitudes, then, how do we account for television's being scapegoated for the treatment of old age in our society? It is unfair, especially as we have found television, both on the network and local station levels, making tremendous strides in disseminating information on issues of importance and concern to this segment of our population.

The irony of the incongruity between television's role and the role of society in regard to old age was highlighted recently when 50 college undergraduate were asked to monitor two weeks of television programming across all dayparts to ascertain the dimension of the role played by older people in the world of television. One group of students, apparently struck by their finding that older people were being depicted as "healthy," "intelligent," "active," "average" people "just like you and me," concluded that television's portrayal of older people was "unrealistic." They declared, "We all know that older people are not like that in real life!"

One wonders, then, how long it will take for television and society to come to some agreement as to what old age is and what it really means. The Sixties were marked by civil unrest and became known as the decade in which the mass consciousness of our nation was raised with regard to blacks, when "Black Is Beautiful" became a popular touchstone. The decade of the Seventies was dedicated to directing the awareness of our society to issues concerning women, and "Equality" became the operative slogan. It may be that in the decade of the Eighties, television will set the agenda for society by confronting more aggressively the issues of old age. Perhaps the concept of "Old Is O.K." will be our watchword.

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1

HOUSING

1
HOUSING

Residential Care

This 15-minute interview with a social worker drew attention to the Veterans Administration's residential care program to help older, misplaced veterans by housing them with ordinary families. The veterans are able to rediscover purpose and pride from their participation in family life.

KYCU-TV Cheyenne

Arizona Illustrated
Alternative Housing

A visit to a Tucson nonprofit residence offering older women an alternative to living at home or in a nursing home.

KUAT-TV Tucson

Make Room For Mom And Dad

A news segment on how builders are beginning to add space in homes to provide room for elderly parents to set up housekeeping.

KFDM-TV Beaumont, Tex.

Nightly News
Housing, The Great Squeeze

On the network's evening newscast, one segment of a five-part series on housing described how older people are pushed out of the high-rent market, and also their difficulties in affording upkeep on property they own.

NBC

Sound Off
Board And Care Homes

A one-hour live discussion of the issues surrounding board and care homes for older people.

KNTV San Jose, Calif.

House Calls
Tenants, Anyone?

This episode in the situation comedy series explored the implications that arose when Ann's apartment was converted into a condominium, and neither she nor the elderly tenants in the building could afford to purchase their apartments.

CBS

Today
Certain segments.

The network's popular morning show addressed the housing problem by interviewing Rep. Claude Pepper on boardinghouse scandals, with his suggestions for Congressional action; a segment on alternative living arrangements

showed an Ohio couple who sold their house to their daughter and son-in-law, but kept an apartment upstairs.

NBC

I Love Her But I'm Sending Her To A Nursing Home

A one-hour discussion on the pros and cons of sending aging parents to live in nursing homes.

KYW-TV Philadelphia

Newsten

Low-Cost Housing

A two-part report on a local housing authority's ability to provide low-cost housing for older citizens.

KTVE El Dorado, Ark.

Studio 16

The station's Saturday half-hour public affairs program has reported on such subjects as hospice arrangements for the terminally ill, and adult foster care in private homes as opposed to nursing homes or similar institutions.

WNDU-TV South Bend, Ind.

What To Do With Mom And Dad

A five-part series that dealt with the problems in caring for aging parents; among the options explored were adult day care and nursing homes.

WFMY-TV Greensboro, N.C.

Just A Minute

Nursing Homes And Boarding Homes

Following the story of an illegal boarding-home operator in Detroit, the station's editorial provided a forum for a representative of Citizens for Better Care to speak on the difference between the two types of housing and the vulnerability of those in unlicensed boarding homes. A hotline number was provided.

WDIV Detroit

Old World, New Battles

This news series dealt with problems arising from the gentrification of older neighborhoods—specifically, Boston's North End—and the impact on older residents.

WBZ-TV Boston

Scene At Noon
Digest

Both these news programs have regularly made the community aware of housing available in the area to senior and disabled citizens.

WOLO-TV Columbia, S.C.

Magnum P.I.

Limited Engagement

An episode in the popular Thursday movie detective series showed how Magnum came to the aid of elderly tenants who were being harassed by a landlord who was trying to evict them.

CBS

The company of a young visitor makes life more rewarding in this Flint, Mich. nursing home.

Aging In America

News series showing the housing arrangements of various older citizens, including a widow, survivor of concentration camps, who lives in federally subsidized housing; an elderly married couple who own their own home in Queens, New York City; retirement communities in Florida and New Jersey; and "home care" projects as alternative living arrangements.

WPIX New York and other stations using Independent Network News

Action News Extra

Life Care

A report on the growing number of adult residential communities that provide meals and, in some cases, life-time medical care.

WPVI-TV Philadelphia

20/20

Does It Pay Not To Care?

The investigative reporting hour probed allegations of patient abuse and neglect—sometimes leading to death—in a Texas nursing home.

ABC

New Options For Older Texans

A documentary, followed by a panel discussion, on alternative living arrangements and new approaches to institutional care.

KLRN-TV San Antonio, Tex.

The American Parade

A Plan For Living

A report on a Massachusetts nursing home which tries to promote a more positive attitude toward aging.

CBS

Noonday

Special series.

In a series of five interviews, the host of this daily half hour talked to a psychologist about the stresses involved in retirement.

KSFY Sioux Falls, S.D.

No Place Like Home

A documentary report on different approaches to long-term care. Helen Hayes was the narrator and host.

PBS

Actress Helen Hayes toured a nursing home of the New York City Department on Aging during the filming of No Place Like Home.

2

ECONOMICS

SENIOR CITIZENS
.. WELCOME ..
CHECK OUR PRICE
and SERVICE'S FIRST

2
ECONOMICS

SOCIAL SECURITY ROUNDTABLE

Twice a week, for 15 minutes each time, members of the local Social Security Administration discuss how to apply for benefits, changes in laws and regulations and how they affect recipients.

WTSP-TV St. Petersburg

20/20
Crime And Older People

This report dealt with a new phenomenon: older citizens turning to crime because of financial pressures.

ABC

60 MINUTES
Condominiums

An investigation of condominium conversions, with a discussion of their effect on older people living on fixed incomes.

CBS

SOUND OFF
Can We Afford To Grow Old?
The High Cost Of Death

Two one-hour discussions about the high cost of living and dying and how it particularly affects elders on limited incomes.

KNTV San Jose, Calif.

ARIZONA ILLUSTRATED
Economic Drain

The program focused on the economic drain from inflation, fraudulent promotions and questionable business practices suffered by many older people on limited incomes, with advice on self-protection.

KUAT-TV Tucson

TODAY
Home Equity Living Plan

A report on a system by which older people sell their homes to the Home Equity Living Plan in return for a monthly check and maintenance/repairs.

NBC

MONDAY NIGHT
Preretirement Planning

A conversation with Chicago's Unity Savings and Loan on the need to plan retirement years.

WTVP-TV Peoria, Ill.

SUNDAY IN DETROIT
Certain segments.

Organizations giving service to the elderly explain their programs: Something Different sells goods at wholesale with free delivery and also cashes Social

Security checks; and the Elderly Peoples' Budget helps in organizing limited funds and in collecting Medicaid benefits.

WJBK-TV Detroit

Town Talk
Frequent segments.

Information on programs handled through the Social Security Administration and on the "medigap"—the gap between what Medicare will pay and total health-care costs.

KYCU-TV Cheyenne, Wyo.

Spotlight
Insurance

An insurance representative talked about laws, benefits and supplements of special interest to elders.

KCAU-TV Sioux City, Iowa

Midday
Federal Cutbacks

The director of the Area Agency on Aging discussed the effect of federal cutbacks, pointing out the difficulty retired people can have with utility bills.

KCEN-TV Temple/Waco, Tex.

News Series

A five-part news series followed the attempts of a reporter to live on social security income for a week.

KMTV Omaha

Community Views

Representatives from the Mid East Area Agency on Aging discussed the mechanics of benefits of the Silver Citizens' Discount Program.

KDNL-TV St. Louis

Continuing work is often "the best medicine."

Many programs focus on seniors' dollar-stretching.

YOU CAN'T AFFORD TO GET OLD

A documentary report on how rising inflation and smaller Social Security checks make daily life increasingly difficult for elders.

KYW-TV Philadelphia

SOCIAL SECURITY BENEFITS

An update of the changes in the system that will affect all citizens and a rundown of the available benefits.

WESH-TV Daytona Beach, Fla.

SOCIAL INSECURITY: WHAT'S AHEAD?

A discussion of the fears, fantasies and realities of older people who face a future in which they may be financially disadvantaged.

WOTV Grand Rapids, Mich.

LIFE AFTER 60: OLD DREAMS, NEW DILEMMA

A factual review of the resources available to the county's older residents in a time of high costs and lower budgets.

WMTV Madison, Wis.

21 REPORT
Woman's Golden Age

A report based on a conference about the plight of widows who no longer have enough income to maintain their previous living standards.

WXXI-TV Rochester, N.Y.

PEOPLE ARE TALKING
Many segments.

The local morning hour often addresses the financial problems of older viewers with a local expert's advice on how to survive inflation, and discussions about the controversial rate hikes of the area utility company.

KPIX San Francisco

AM NORTHWEST
Credit Rating

A representative of Seattle's Westside Federal Savings & Loan Association explained how people on fixed incomes can obtain a credit rating.

KOMO-TV Seattle

EDITORIAL
Bus Fare

A station editorial and city council reply on the issue of senior citizen bus fares, centering on whether seniors should pay a reduced rate rather than ride free.

WDIV Detroit

PITTSBURG 2 DAY
Social Security Or Insecurity?

The future of the system, and how to get and keep benefits in the face of cutbacks.

KDKA-TV Pittsburgh

EDITORIALS
Social Security And Taxation

Editorials and rebuttals on the "Social Security Bailout Plan" and "Taxing the Retired."

KHJ-TV Los Angeles

WORLD NEWS TONIGHT
Certain segments.

The network's evening news show frequently addresses controversial topics concerning the elderly, such as the Reagan Administration's proposal to cut Medicare for the terminally ill and a report on older Americans who are forced to work to subsidize their Social Security benefits.

ABC

PRO-CON

This forum for debate discussed proposed Social Security cutbacks.

WITF Harrisburg, Pa.

CBS REPORTS
Social Insecurity
People Like Us

These two specials examined the concerns of older Americans faced by cuts in social programs and possibly in Social Security. The award-winning PEOPLE LIKE US documented four cases showing the human costs of these cutbacks. The focus was on the lives of three families who suffered because their safety nets of Medicaid, Social Security Disability and home health care were taken away, and on a church hunger center that was overwhelmed by the numbers of newly needy.

CBS

CHARLIE ROSE SHOW
Aging

This half hour focused on the problems of fixed-income living and the psychological problems that ensue. A director of the National Institute on Aging also discussed the myths of aging and resulting misconceptions about problems.

WRC-TV Washington, D.C.

NIGHTLINE
Social Security

Threats to the system were examined with the chairman of the Social Security Administration and Rep. Claude Pepper (D, Fla.).

ABC

The inflation crunch has sent many retirees back to the workplace.

IMPACT
U.S. Chronicles: Can We Afford Retirement?

An in-depth report on current support systems and several examples of options open to older Americans, ranging from innovative mortgage arrangements to increased employment. The report concluded that in the future support levels for the retired might not be adequate.

PBS

NBC NEWS
Certain segments.

In its "Sunrise" segment, NBC reported on Senate approval of nearly $10 billion in Medicare cuts.

NBC

SOCIAL SECURITY UPDATE

The local Social Security Office manager answers viewers' questions twice a week on the 6:30 AM and 5 PM news programs.

WPSD-TV Paducah, Ky.

PSAs

The station broadcasts both local and national PSAs that provide help for older people; for example, a 30-second spot from the American Association of Retired Persons that offers a booklet on energy saving.

WPVI-TV Philadelphia

SOCIAL SECURITY IN ACTION

This half hour, produced in cooperation with the Saginaw Office of the Social Security Administration, has been broadcast regularly the first Sunday of every month for the past two years.

WNEM-TV Saginaw, Mich.

MONITOR 5
State Budget Cuts

On the 10 PM newscast, the Illinois budget cuts were discussed, together with their possible effect on the elderly and disabled.

WMAQ-TV Chicago

PERSPECTIVE
Financial Panel

At the beginning of each year, financial experts give their views on the outlook for the coming year. The program also addresses the concerns of older Hawaiians with regard to changes in the IRS and Social Security.

KGMB Honolulu

NOON SHOW
14/30

These two half-hour shows, one daily at noon, the other on Sunday at 11:30 AM, have addressed the questions of energy assistance, how to keep telephone bills down, and Social Security and Medicare. The NOON SHOW is live and has two call-in programs each week, receiving a large number of questions.

KMEG-TV Sioux City, Iowa

3

ABILITY IS AGELESS

3
ABILITY IS AGELESS

EMPHASIS 83

This half-hour special addressed the problems of the older worker who is approaching retirement age.

WMAQ-TV Chicago

WHAT'S MY LINE?

Unusual jobs for older people have been featured: for example, a segment on a grandmother who is an Army drill instructor.

CBS

TULSA MORNING
Community Support

A report on how local efforts enabled a Tulsa elder to secure a music-teaching job.

KOTV Tulsa

NIGHTLY NEWS
Some segments.

The network's evening newscast often includes information on the job market, and one specific segment examined the opportunities—or lack of them—for women models past their first youth.

NBC

MIDDAY
Certain segments.

An entire half hour was given over to problems of age discrimination, both on the job, and as shown by the reluctance of employers to hire seniors. A follow-up report drew community attention to an employment service for older workers.

KCEN-TV Temple/Waco, Tex.

THE JEFFERSONS
LETTERS FROM FRANK

Two portrayals of what can happen to the older worker. In an episode of THE JEFFERSONS, a merger deal with a company is called off rather than subjecting a valued employee to mandatory retirement; in LETTERS FROM FRANK, Frank Miller, after 35 years on the job, is replaced by a computer.

CBS

BENSON

The long-running series included an episode where Benson comes to the aid of the governor's gardener, who was being retired against his will.

ABC

Ability Is Ageless

Each year, the station joins with five city and county agencies to provide employment assistance for workers aged 55 and over. The job fairs are held at five different locations, and the station gives strong on-air support to this effort to focus attention on the job needs of the senior community.

WNBC-TV New York

Should Old Acquaintance Be Forgot?

A visit to a local job project, KOPE (Keep Older People Employed).

WCCO-TV Minneapolis

Newscentral 5

Second Career

An interview with a retired schoolteacher who successfully launched a second career in farming.

KALB-TV Alexandria, La.

Community Views

One of the station's half-hour public affairs programs was devoted to a discussion of employment possibilities for older viewers.

KDNL-TV St. Louis

Because We Care

An interview with the director of the local senior citizens placement bureau.

WSFJ Newark, Ohio

The Older Workers Project

Special programs and PSAs in support of a local agency which specializes in finding jobs for people 55 years of age and older.

WNEM-TV Saginaw, Mich.

Over Easy

Career Changes

During its six years, the weekday half hour has covered almost every aspect of

Retirement brings its own pleasures: here, two men use their skills in their condominium workshop.

aging. An employment counselor suggested useful ground rules for seeking new career horizons throughout our lives. On the same program, Peter Dean, who managed the careers of such performers as Dinah Shore, Peggy Lee and Paul Whiteman, talked about why he decided to change his own career to become a singer when he was over 60.

PBS

CBS Reports
After All Those Years

A documentary on the problems of white-collar workers in a job climate where many large corporations are no longer willing or able to keep their older workers employed.

CBS

PSAs

The station makes a point of running promotion spots for local agencies that find employment, either paid or voluntary, for older people.

WPVI-TV Philadelphia

Mama's Family
Mama for Mayor

In a number of situation comedy episodes with serious overtones, this series highlighted problems of growing older. In "Mama for Mayor," Mama, accusing Raytown's major of insensitivity toward the town's older community, decides that the best way she can help is by running for mayor herself.

NBC

Nightline
Several segments.

One special included an interview with a news commentator who, aged 90, renewed her contract for three years; a retired worker explained his point of view concerning the stress of being unemployed; and two attorneys discussed age discrimination and the growing number of complaints that end up in court.

ABC

Midday
Working After 65

A look at the growing number of older Americans who continue to work after 65, with guests who described their reasons.

WNEW-TV, New York

Today
Certain segments.

The network's morning show often singles out interesting trends in employment, such as the story of the International Service Corps, an organization that sends retired businessmen and women overseas to teach their skills to others.

NBC

A prime-time documentary, **No Time To Grow Old**, *heralded KNBC Los Angeles' job fair for older workers.*

WORLD NEWS TONIGHT
Older Woman's Initiative

One story concerned a 78-year-old who took over the controls of a plane after its pilot fell unconscious.

ABC

60 MINUTES
This Was Your Pilot Speaking

A report on the efforts of older airline pilots to repeal an FAA regulation prohibiting pilots over the age of 60 from flying commercial airliners.

CBS

NO TIME TO GROW OLD

This prime-time documentary profiled four people who refused to give in or get out of the work force, and was followed by a job fair for older workers that was held in nine different Southern California locations. KNBC cooperated with the Council of the Aging in a three-week campaign to make people more fully aware of the concerns of the older adult.

KNBC Los Angeles

LATE NIGHT WITH DAVID LETTERMAN

In an interview with the host, a 78-year-old actress discussed attitudes toward work for seniors in television commercials.

NBC

NBC MONDAY NIGHT AT THE MOVIES
Found Money

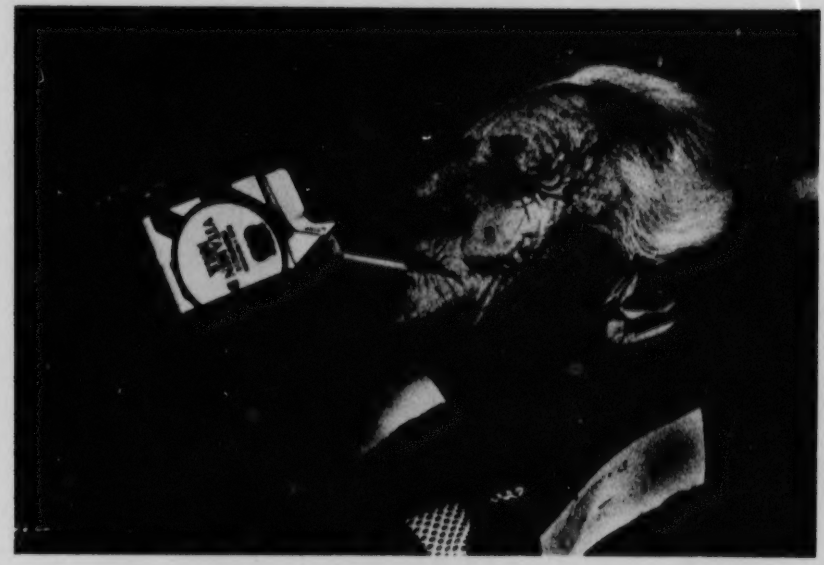
The story is based on experiences of two men forced into early retirement by the bank that employed them.

NBC

Playing a former bank executive and bank guard, Dick Van Dyke and Sid Caesar star in **FOUND MONEY**, *a modern-day Robin Hood story based on a real-life experience of two men.*

4

HEALTH



4
HEALTH

60 Minutes
How To Live To Be 100

An examination of extreme longevity among the people of Abkhasia in the south of the U.S.S.R.

CBS

TV2 News
Medical Service

The director of senior citizens' homes in the metropolitan Detroit area discussed the kinds of medical service available.

WJBK-TV Detroit

Live At Five
Keeping Fit

Visits to a retirement community where people keep fit with exercise classes and aerobics.

KFDM-TV Beaumont, Tex.

Tulsa Morning

Senior Citizens' Day at the State Capitol, when 3,000 older residents focused the Legislature's attention on their needs and concerns—with particular regard to supplemental funds for Medicare.

KOTV Tulsa

Health Series

Several eight-part series in which doctors discussed diseases occurring in later life; answered viewers' questions about such diseases; and discussed community health care facilities for older patients.

KPBS-TV San Diego

Open Camera

A half-hour discussion on adult foster care, structured room and board, and intensive health care.

KPHO-TV Phoenix

Good Morning Youngstown
Self-help Group

One segment reported on a self-help exercise group that provides counseling for emotional stress and also helps participants to deal with weight gain.

WYTV Youngstown, Ohio

Town Talk
Regular segments.

Regular 10-minute segments have included: advice for cardiac patients from an older man who survived coronary disease to live an active life; the Senior

Citizen Nutrition Program and locations where low-cost meals are available; discussion of new therapies (including a report on DMSO); and a description of services provided by the Arthritis Foundation.

KYCU-TV Cheyenne

SONYA
Certain segments.

The medical aspects of personality change due to medication in aging parents and also the loss of a sense of well-being after a move to hospital or nursing home were examined on this daily hour.

WDIV Detroit

NBC NIGHTLY NEWS
Specific segments.

The network's major evening newscast frequently addresses problems of aging. Typical subjects have been reports on: a marathon runner, over 70, who described his physical fitness program; the benefits of "pet therapy," provided by volunteers at an animal shelter who regularly take pets to a local nursing home; and a study showing that older people take too much medication, often with serious consequences.

NBC

LIVE AT NOON
Various topics.

Discussions on how older people deal with physical injury and the relationship between mobility and self-esteem; the needs of nursing home residents and how to supplement professional care; the connection between lack of exercise and common ailments; the importance of a healthful diet.

KOIN-TV Portland, Ore.

TRAPPER JOHN, M.D.
Candy Doctor

In this hospital drama series, Trapper and a younger doctor dealt with the negligence of a geriatrics specialist.

CBS

Pernell Roberts (right) stars as Trapper John, veteran chief surgeon of a large hospital, with Gregory Harrison as his young colleague.

39

Voluntarism plays an important part in the support shown by elders for each other. Here are two women who help others with mental health problems.

EARLY TODAY
Medical Care

An interview with a doctor on the need for the medical profession to know more about treating older patients.

NBC

GEROVITAL GH3: YOUTH DRUG—PROS AND CONS

A half-hour examination of what aging is really like and how changes in lifestyle can promote a longer, more productive lifespan.

KHTV Houston

MIDDAY
Frequent segments.

A discussion with an orthopedist on arthritis; a phone-in program on correct nutrition and its role in slowing down the aging process; demonstration of an exercise program and its relationship to overall health.

KCEN-TV Temple-Waco, Tex.

OKLAHOMA CITY FORUM
Specific segments.

Mental health needs; alcohol- and drug-related problems in older people.

KGMC Oklahoma City

SENILITY OR SERENITY: THE FORK IN THE ROAD

HYPOTHERMIA: THE BEAST OF WINTER

Two half-hour programs that gave information on Alzheimer's disease and on the danger of dying of exposure to cold at home.

WOTV Grand Rapids, Mich.

12 Special Report

This half hour focused on the relationship between older people and animals in a project to improve health in aging, particularly the ability to communicate.

WJRT-TV Flint, Mich.

Medicaid/Medicare: The Fight For Dignity

An examination of the health care programs as perceived by individuals who need them and those who administer them.

WRGB Schenectady, N.Y.

Impotence: How To Avoid And Overcome It

A look at the medical and psychological problems of impotence, and possible solutions.

KTLA Los Angeles

Close Up

On Target

Specific segments.

Various topics discussed on these two weekend public affairs programs have included a film on the actual removal of a cataract with ophthalmologists detailing options for treatment; and the directors of a nutrition center who described their program to provide seniors with well-balanced meals in the company of friends.

KQTV St. Joseph, Mo.

Arizona Illustrated

Many segments.

An examination of the benefits of hospice care; a report on Alzheimer's disease and how relatives of victims cope; and an interview with a music therapist who helps people in wheelchairs to exercise.

KUAT-TV Tucson

Perspective

Helpers, Friends And Families Of Residents Of Nursing Homes

A support group for nursing home residents discussed its work—preparing people for the move, helping in the choice and monitoring treatment in the homes.

WKBT La Crosse, Wis.

The Geriatric Patient: Effective Management Of Behavioral And Mental Disorders

A live two-hour symposium for 300 hospitals and public viewing.

PBS

Chemical Straitjacket

A news program on older people and the effect of prescription drugs on their general health.

WBZ-TV Boston

Nightline

Various segments.

The network's late newscast often covers problems of aging in depth: one program discussed developments in the treatment of heart disease in the U.S. and the controversy surrounding it; another the increasing attention being paid to Alzheimer's disease, currently the fourth leading cause of death among older persons.

ABC

Real People

Specific techniques.

Segments on this long-running program have included a visit with a 75-year-old newlywed who maintains youth and vigor by competitive running, and a program where pets are brought to retirement and nursing homes for their therapeutic effect on the elderly.

NBC

41

PERSPECTIVE
Many programs.

Heart disease; Alzheimer's disease; hip replacements; and a salute to the senior volunteer program were typical subjects on this Sunday half hour.

WINK-TV Fort Myers, Fla.

PSAs

This station regularly runs spots for the Medical Society of New Jersey on medication and older patients; also for the Philadelphia Geriatric Center, a support group for individuals caring for relatives with senile dementia.

WPVI-TV Philadelphia

THIRTEEN INTERVIEW
Medical Needs

On this Saturday half hour the special medical needs of older patients were addressed through the work of the Physician Assistants and also through volunteer programs.

WEAU-TV Eau Claire, Wis.

MEDICALL

This monthly call-in program, one hour long, has included subjects pertaining to aging. On one such program, questions on the causes, prevention and treatment of senile dementia and Alzheimer's disease were referred to a panel consisting of a social worker, a neurologist and a geriatrician.

WITF Harrisburg, Pa.

MAMA'S FAMILY:
Aunt Gert Rides Again

In this episode, the intrepid matriarch, played by Vicki Lawrence, sets out to revitalize her cousin Gert (Imogene Coca), who was being overtranquilized in a nursing home.

NBC

PITTSBURGH 2 DAY
Several segments.

This weeekday hour, with a live audience, has a pragmatic approach to such subjects as "Elderly Prescription Addiction" and "Coping With Arthritis."

KDKA-TV Pittsburgh

ALZHEIMER'S: THE LONG GOODBYE

This live-to-tape 90-minute program featured four panelists, a studio audience and call-in questions.

WSB-TV Atlanta

TODAY IN CHICAGO
Frequent segments.

This early morning daily interview program typically includes health concerns as they affect older people.

WMAQ-TV Chicago

Mama (Vicki Lawrence, left) convinces Gert that she isn't yet ready for a nursing home.

20/20
The Tragedy Of Rita Hayworth
The Elderly—Pills and Problems

Two recent programs on the respected weekend hour concerned Alzheimer's disease and one of its most famous victims, Rita Hayworth, and an examination of the hidden and dangerous epidemic of drug misuse.

ABC

60 Minutes
Over The Hill?

A report on a free California clinic specializing in helping older people feel positive about aging.

CBS

People Are Talking
Numerous segments.

Discussions have centered on: Gerovital, a formula credited with retarding the aging process; over-the-counter drugs and precautions that should be taken; DMSO, the "miracle drug"; foods that help avoid heart disease; pills that don't do their job; home remedies and herbal remedies.

KPIX San Francisco

Opportunities For Seniors

A weekly morning half hour which gives information on senior activities. Its exercise segments are explained and performed by older people themselves.

KTVA Anchorage

More and more people are becoming convinced that exercise is one of the keys to health all through life.

43

Fight Back

This consumer program has included an expose of fraudulent health remedies sold to older people; phony cancer cures; and miracle claims to eradicate arthritis and restore damaged lungs.

NBC

Today

Specific segments.

The network's early-morning show has a resident health expert. Health issues have included, among many others, new methods of treatment for osteoporosis; the importance of physical exercise, especially when tailored for older bodies; ways to soften the hardship of sufferers from Alzheimer's disease; the difficulties of providing nursing home patients with physical and mental recreation; the dangers of overmedication; and the importance of a good diet, with the latitude to be a little overweight.

NBC

Lifeline

The station involves itself with the community's older residents by running, in collaboration with five local hospitals, 30- and 60-second PSAs which alert seniors who are living alone to the Lifeline system connecting people to the hospital emergency room by an electronic button.

WSAW-TV Wausau, Wis.

Community Views

Occasional segments.

Members of the local Senior Center discussed the Ageless Olympics, an event for senior participants only, and the future of Medicare; and a dance consultant demonstrated exercises.

KDNL-TV St. Louis

Monitor

A Stranger In The House

An exploration of the effects of Alzheimer's disease.

NBC

43 AM

Various segments.

Discussions on: the need for regular blood-pressure checkups; exercise; aids for disabled older persons; cataract surgery; and ways of slowing down the aging process.

WUAB-TV Lorain, Ohio

Whispering Hope: Unmasking The Mystery Of Alzheimer's

A Group W production broadcast by all six Westinghouse stations, this sensitive yet forthright program won a duPont-Columbia journalism award.

WBZ-TV Boston, KYW-TV Philadelphia, KPIX San Francisco, KDKA-TV Pittsburgh, WJZ-TV Baltimore, WPCQ-TV Charlotte

5

DEATH WITH DIGNITY

5
DEATH WITH DIGNITY

MIDDAY
Special segment.

A half-hour discussion of the dying-at-home concept and hospices for terminally ill patients, particularly for those who cannot afford hospital bills and have no desire to stay on life-support machines.

KCEN-TV Temple/Waco, Tex.

HOSPICE OF SAGINAW

A special report on hospice care and aid to families who care for the dying at home. The station's noon news program also covered this report.

WNEM-TV Saginaw, Mich.

THE LAST WISH: TO DIE WITH DIGNITY

A look at the growing trend toward viewing death as a natural sequential event, and the emerging awareness of the importance to families that dignity in dying be maintained.

WOTV Grand Rapids, Mich.

THE WHITE SHADOW

In this 1980 series, attention was drawn to a continuing ethical problem. One of the characters, wishing to die in his own bed, refuses medical treatment.

CBS

ACTION NEWS EXTRA
DIALOGUE
Hospices

The news program ran a report on new centers to help the terminally ill deal with death away from hospitals. DIALOGUE also reported on the hospice program, and a 10-second PSA on the subject was begun April 1983.

WPVI-TV Philadelphia

CBS SATURDAY NIGHT MOVIES
The Block Party

A father, stricken with leukemia, asks his son to promise that he will not be kept alive if the situation becomes hopeless.

CBS

PROJECT 11

A half-hour program on a hospice and help for the dying and their families. In addition, the news department ran a five-part series titled "Death and Dying."

WINK-TV Fort Myers, Fla.

NURSE
A Place To Die

In this episode in the drama series, Mary comes to the aid of her terminally ill octogenarian neighbor, who wishes to die in her own apartment.

CBS

60 MINUTES
Hospice Program

An examination of the use of drug combinations (including heroin) to ease the pain of terminal cancer patients.

CBS

NIGHTLINE
Several segments.

Various interviews on the right to choose death and the possible duty to do so when hopes of recovery are exhausted; the debatable right of the government to intervene in a person's decision to end his or her life; funeral home practices and new laws regulating them.

ABC

TODAY—AFTER 8
Right To Die

Discussion of the best ways to help terminally ill patients and the inappropriateness of keeping them alive beyond their time.

NBC

NEWS REPORTS
Certain segments.

A Christmas Eve news report from a gerontology center dealt with death: specifically, attitudes in caring for the terminally ill and attendance at funeral ceremonies by bereaved children.

WTAE-TV Pittsburgh

CBS TUESDAY NIGHT MOVIES
A Matter Of Life And Death

The story of a nurse who cares exclusively for dying patients and their emotional needs.

CBS

In this provocative CBS movie, made for television, the nurse's unconventional approach to treating the terminally ill leads to trouble with a hospital doctor.

6

COPING

6
COPING

Impact

This weekly half-hour public affairs program addresses issues concerning older Americans with particular attention to minority groups. An interview with a representative of the Senior Adult Service Center of the Portland Urban League focused on the special problems of older Americans; the needs and concerns of older Hispanics have also been examined.

KOIN-TV Portland, Ore.

The Myths Of Old Age

This prime-time half hour was the result of a reportage by a news reporter and cameraman who spent 24 hours in a nursing home.

KCBD-TV Lubbock, Tex.

Weekend

Frequent segments.

This one-hour public information program has included discussion on the kinds of subsidized housing available to older community members; the importance of nutrition; the grief of loss; coping with change; and the foster grandparent program.

WTVC-TV Chattanooga, Tenn.

Donahue

Various segments.

In a seven-minute segment, Phil Donahue explored the benefits and problems older people find in romance with a pair of newlyweds (80 and 89 years old) and a psychologist who specializes in working with the elderly.

NBC

Newsmakers

This local weekly interview program brought together experts to discuss the White House Conference on Aging.

WITF Harrisburg, Pa.

Nightline

Aging: The Elderly Speak Out

A special program explored the main issues at the time of the White House Conference on Aging.

ABC

Salute To Senior Citizens

All aspects of station programming, from local talk shows to editorials, were used in this coordinated series of reports on aging.

WGHP-TV High Point, N.C.

Up To The Minute

Retirement—The Tarnished Golden Years

A five-part study of the dilemmas older Americans face during their retirement years.

CBS

Lou Grant

Specific episodes.

Several situations were explored by the crusading newspaper, the fictional *Trib*: an elderly man, tired of harassment by teenagers, fired a warning shot, fatal to one of them; an old man escaped the boredom of retirement by shoplifting; a retired bus driver set up his own foundation to give away money; and *Trib* city editor Lou Grant sorted out a dispute between a landlord and a tenant.

CBS

Edward Asner (right), as Lou Grant, personifies competence.

Project Aging

A month of coordinated station projects, with news programs, PSAs, entertainment specials and public affairs programming. Besides the three main concerns of older people—health, finance and housing—topics included political and social welfare issues and the special problems encountered by older Americans in our society.

CBS stations: WBBM-TV Chicago, KCBS-TV Los Angeles, WCBS-TV New York, WCAU-TV Philadelphia, KMOX-TV St. Louis

Oklahoma City Forum

Several programs.

This program treats problems of the older American in depth. There have been discussions with local agencies on efforts to deal with such issues as age discrimination, inflation, health and housing; and a report on a local conference attended by more than 4,000 seniors on questions of employment, education, financial management and mental health.

KGMC Oklahoma City

Feedback

A weekend public affairs half hour with regular segments for older viewers: nutrition, the nursing home decision and the emotional stress of loss.

KFDM-TV Beaumont, Tex.

Public Pulse

Certain segments.

Information on services offered at the Senior Citizens Medical Clinic; vacation property owned under a system of "time share ownership"; senior voluntarism; adopted grandparents program; and the impact of condominium conversions on San Diego's older population.

KGTV San Diego

Not just a news story; WTCN-TV staffers pay a social call on the residents of the facility in which their news series, COLOR ME OLD, *originated.*

COLOR ME OLD

A series of reports on a newsman's experience in learning how to live on a fixed income in a housing facility for the elderly.

WTCN-TV Minneapolis

MONDAY NIGHT
On Growing Old

This one-hour program featured discussions with three older community members who talked frankly about the years after retirement.

WTVP-TV Peoria, Ill.

CHALLENGE OF RETIREMENT

This half hour, hosted by a 72-year-old, was a regular monthly program featuring physicians, counselors and other guests familiar with the concerns of aging.

WTLV Jacksonville, Fla.

PIONEERS OF THE THIRD AGE

A one-hour documentary that examined the changing face of American society as the over-65 population increases.

WJAR-TV Providence, R.I.

WEATHER/WORLD
Many segments.

Over a period of two years, the station broadcast more than 25 program segments with issues of interest to older viewers.

WPSX-TV University Park, Pa.

WHAT DO YOU WANT TO BE WHEN YOU GROW OLD?

A long-running series of programs dealing with special problems of seniors; in collaboration with the Utah State Department of Aging.

KTVX Salt Lake City

Open Door

A two-part documentary on transportation and other special problems of older residents.

WJRT-TV Flint, Mich.

Next Question

Three telecasts that explored problems unique to older citizens living in rural West Virginia.

WPBY-TV Nitro, W. Va.

Every Tuesday

Half-hour programs with information and assistance on the major issues of aging.

WTCI Chattanooga

Seniors

A weekly series of news reports designed to show the productivity and potential of older people.

WTNH-TV New Haven, Conn.

Life After Youth

One of several half-hour documentaries dealing with changing attitudes toward aging and how people of various ages feel about growing older.

WTVQ-TV Lexington, Ky.

New England Magazine

Coping With Aging

Two half-hour programs explored how older people deal with housing, community life and shaky finances.

WXNE-TV Boston

The Extended Family

One of several half-hour information programs dealt with day care for older people who are living with working relatives and need to have someone with them during the working day.

WESH-TV Daytona Beach, Fla.

Southwest Kansas Today

One of a series of midday half hours, each with an expert reporting on a different concern. One program, for example, concentrated on health insurance.

KTVC Ensign, Ks.

Front Row Video

Quest For Youth

How society views aging; the quest to look young; the value of positive mental and physical attitudes.

KGO-TV San Francisco

Hotel

This dramatic series, starring Anne Baxter, has included several episodes exploring the problems of older people.

ABC

The Grand Generation

This weekly half-hour magazine, for and about older Nebraskans, is designed specifically to promote a positive attitude toward aging.

KUON-TV Lincoln, Neb.

Symposium

Old Age: The Self-Fulfilling Prophecy

The monthly public affairs program devoted a program to the predicament of older Americans and positive and negative attitudes toward aging. Some questions addressed were: What makes people feel "old" or "young"? How do the young perceive older people and aging itself? Is there really a prejudice against old people in our society?

PBS

Perspectives

For one week, all regularly scheduled public affairs programs, PSAs and editorials dealt with older citizens.

WPIX New York

Conversations With

For more than 20 years, viewers have relied on this Sunday morning half hour for information on locally important issues, including problems of the elderly.

WGGB-TV Springfield, Mass.

The Changing Family

May To December

This 90-minute special examined a modern dilemma: the fact that the retirement years are now threatened by skyrocketing health costs and insecure Social Security.

WBHQ-TV Memphis

Surviving Old Age

A five-part series focusing on five problem areas: retirement, income, living arrangements, nutrition and transportation.

WKBT La Crosse, Wis.

Magazine 6

A half-hour discussion on the work of the Council on Aging.

WABG-TV Greenwood, Miss.

ABC Monday Night Movie

Ghost Dancing

Dorothy McGuire starred as a strong-minded widow who shared the love of her dying valley with an Indian neighbor, both of whom fight the taking of the land's water by a distant city. Determined to save the land, the heroine resorts to violent measures—dynamiting the viaduct.

ABC

Determined elders: Dorothy McGuire is supported in her fight against authority by Bill Erwin in Ghost Dancing.

Golden Years

A 13-week series designed to cover the practical problems of later life: food, housing, health, recreation.

WPBN-TV Traverse City/
WTOM-TV Cheboygan, Mich.

The Golden Years: Fact Or Fallacy?

A five-part news series in which older South Carolinians discussed their finances, nursing-home care, voluntarism, adapting to retirement and coping with death.

WPDE-TV Florence, S.C.

Senior Citizens' Month

Each May since 1981 has been Senior Citizens' Month, when the station's entire programming is directed toward health, consumerism, safety, leisure and transportation (a particular problem in Los Angeles).

KABC-TV Los Angeles

Sunday Magazine

Frequent segments.

This weekend half hour is a segmented program dealing with issues involving designated minorities in the community, including the elderly. Subjects covered include nursing homes, Alzheimer's disease and the state Conference on Aging.

KAKE-TV Wichita, Kans.

Wisdom

A daily two-minute mini-program in which people of middle age or older comment on issues of concern to them.

KCPQ Tacoma

Senior World

One half hour each month, the station broadcasts this live in-studio program for and by seniors in its viewing area (90% of South Dakota and portions of Iowa, Minnesota and Nebraska).

KELO-TV Sioux Falls, S.D.

Senior Citizens' Forum With Dutch

The host is closely involved with this program and keeps in touch with those issues that directly affect the lives of older people. Basic information about available programs and services—federal, state and municipal—is an integral part of each Saturday morning half hour.

KMSP-TV Minneapolis

Renaissance

This Sunday afternoon half hour is presented monthly and concentrates on active living for older people. The program features nutritionists, physicians, Social Security officials, Department of Aging personnel, other specialists and older viewers. One segment featured people past retirement age talking about how they continue to live an active life.

KOAM-TV Pittsburg, Kans.

Eyewitness News

Numerous segments.

At least once a week, one of the station's news programs will have a news or human-interest story about older citizens.

KDKA-TV Pittsburgh

All My Children

This long-running soap opera features older women in strong roles: Elizabeth Laurence as Myra Murdoch and Ruth Warrick as Phoebe Tyler Wallingford are typical examples.

ABC

Pulse

This weekly half hour deals with such subjects as Medicare, nutrition and utility costs.

KOKI-TV Tulsa

The Golden Era

This continuing quarterly series is sponsored by the Public Service Company of Colorado. Its half hour deals with problems faced by older residents.

KREX-TV Grand Junction, Colo.

Noon Report

Once a month, the news program carries a four-minute segment on aging, with a different topic each time.

KSNT Topeka, Kans.

Conference On Aging

A monthly Sunday afternoon half hour discussion of local problems concerning the elderly community.

KTVG Helena, Mont.

Midday

Many segments.

Several times each week, segments of the daily hour are given over to interviews and reports on local retirees.

KUSK Prescott, Ariz.

The Best Years

This half-hour program is produced by and for seniors as a cooperative effort between the station and the local RSVP (Retired Senior Volunteer Program) and is seen every second Sunday,

KVIQ Eureka, Calif.

Prime Of Your Life

This show, co-hosted by Arlene Francis and Joe Michaels, is described by WNBC-TV New York, where it originated, as "presenting a sensitive portrayal of senior citizens who have continued to garner major accomplishments, who succeed, win, and, more importantly, continue to fight even if they do not win."

NBC

The famous duo of **Prime Of Your Life**: *Joe Michaels and Arlene Francis.*

Outlook

Produced in cooperation with the Maryland Office on Aging, this monthly Saturday half hour addresses the concerns of local seniors and presents experts and information on the resources available to help with economic, social, health, recreational and housing needs.

WBFF-TV Baltimore

Seniors In Action

Elders and their guests take part in a monthly panel discussion about their needs, interests and concerns.

WCWB-TV Macon, Ga.

PM Magazine

Short segments.

Regular short segments highlight interesting and active older viewers, such as a 67-year-old grandmother who is a karate black belt and a 73-year-old weightlifter, one of the strongest men alive.

WGAL-TV Lancaster, Pa.

Three Score

This is an early-morning 10 minutes on such subjects as residential security, tax preparation aid for older people, health care and senior volunteer programs.

WGN-TV Chicago

Insight

A Sunday interview series covering special issues concerning older people, minority groups and women.

WIXT Syracuse, N.Y.

Aging Is For Everyone

This monthly half hour, seen Saturdays, is produced by the station in conjunction with the Western New York Presbytery Task Force, but is non-denominational. The aim of this magazine program is to present both the good and bad sides of aging in a realistic manner.

WKBW-TV Buffalo, N.Y.

Prime Time

A Sunday morning half hour that includes studio interviews and occasional field-produced segments, most of which are researched and conducted by seniors themselves.

WLS-TV Chicago

Local News Report

Specific segments.

The 6 PM news report carries items nearly every evening about a local group of older citizens, the Drop In Center.

KYUS-TV Miles City, Mont.

First Monday

Specific programs.

This monthly half hour covers a wide range of community subjects and issues; many programs on older people have been included.

WLUC-TV Marquette, Mich.

Forum Fifteen

Many segments.

This daily morning half hour routinely addresses the problems and needs of the station's older viewers. Topics have included: the benefits of pets; coping with death; in-home medical care; arthritis; diet, exercise and foot care.

WLYH-TV Lancaster, Pa.

Off The Set

A weekend show that often addresses older viewers. Recent programs have dealt with the right to die, over-

medication, and the products of elder craftsmen in New York.

WNEW-TV New York

By The People

Certain programs.

This station talk show gives its air space on many occasions to the Center for the Study of Aging, housed in the State University. A particular project of the Center is to give support to adult children who are the caretakers of their aging parents, and BY THE PEOPLE is a forum for factual explanation of these efforts.

WIVB-TV Buffalo

Channel Six News Conference

Many programs.

Frequently the 30-minute programs are devoted to developments affecting the older population. The station also covers seniors' interests in its regular newscasts with mini-documentaries.

WOWT Omaha

The Mary Fischer Show

A weekly half hour that is directed toward the older members of the station's viewership and highlights local events and personalities.

WNIT-TV South Bend, Ind.

Speaking Of Seniors

Subjects of interest and concern to older viewers are discussed with experts and a studio audience in a live half-hour show each Sunday.

WPTA-TV Fort Wayne, Ind.

Good Morning Michiana

Many segments.

This live weekday talk show often has open phone lines and offers mail-out materials for its stories on older Americans. These have included features on health care; the issue of abuse of the elderly and the services available to them; local housing; and a lower-priced food co-op.

WSJV-TV Elkhart, Ind.

Elder American

The community, with a large proportion of older Americans, responds favorably to this weekly morning half hour, which covers both information and entertainment.

WSMW Worcester, Mass.

The Morning Show

Profile On Aging

Frequent interviews with active, interesting area residents who are at least 75 years old.

WTVY-TV Dothan, Ala.

Sixty Plus

The program content has ranged from health and recreation facilities to investment and psychological concerns. Noted experts appear weekly, and the program's host and producer is herself over 60.

WWHT-TV Newark, N.J.

Tampa Bay Today

Regular segments.

Regular segments on senior issues and activities are seen three or four times a month on this daily morning interview show.

WXFL Tampa, Fla.

Good Company

This daily program tries to create a positive image for aging, encouraging older viewers to make an active con-

tribution to society; giving advice on running a small business as a post-retirement career; and discussing alternative living arrangements such as communal housing.

KING-TV Seattle

Scenes From A Lifetime: Final Thoughts

The final episode of this Group W production dealt with life after 60. All six Westinghouse stations carried the series and were involved in its implementation.

WBZ-TV Boston, KWY-TV Philadelphia, KPIX San Francisco, KDKA-TV Pittsburgh, WJZ-TV Baltimore, WPCQ-TV Charlotte

Aging: Everybody's Doing It

A three-month total station project, including three one-hour documentaries, several news series, the station's daily talk show and PSAs—all focused on dispelling the myths surrounding aging.

WBZ-TV Boston

Three generations together in WBZ-TV Boston's Aging: Everyone's Doing It.

Careers: The Caring Balance

The station featured in a special a tape prepared by the Center for the Study of Aging at the State University of New York in Buffalo and plans further cooperation with the Center's project. This aims at giving the adult children of aging parents meaningful, factual information and advice.

WGRZ-TV Buffalo, N.Y.

Town Hall

Several programs.

In its nine years of existence, this Sunday evening hour has become the station's major vehicle for airing community issues. In recent months, informed citizens and experts have discussed the high cost of dying, the problems that beset Medicare, and chronic pain. The whole hour is devoted to a single topic.

KATU Portland, Ore.

Prime Time

The entire news department was involved in this series, which consisted of some 25 segments covering many aspects of aging. The series ran in all news broadcasts, at 5, 6 and 11 PM.

WXYZ-TV Detroit

Prime Times/Myths Of Aging

Total station effort.

Interviews with older adults who continue to develop skills and pursue new careers after retirement age were shown on the station's evening news program in a month-long effort to demystify aging. The continuing myth concerning sex and older people was tackled by a doctor, who advised viewers: "Usually, if an older man can walk up two flights of steps without pain in his chest, he can have sex."

WJLA-TV Washington, D.C.

Newsprobe

This station, while devoting a great deal of its public affairs programming to the problems of children, also tackles those of its older viewers. In its daily morning half hour, there have been interviews with Gray Panther officials and a special segment on abuse, featuring CARIE, the Coalition of Advocates for the Rights of the Infirm Elderly.

WTAF-TV Philadelphia

News Series

A three-part series in the 6 PM news examined the problems of the aging process and gave information on some programs that are in place to provide help.

WSBT-TV South Bend, Ind.

Sunup San Diego

This long-running, live, early-morning talk show often uses local senior experts in its segments. Examples are: keeping fit, avoiding scams, finding the proper housing, dealing with the Medigap and volunteering skills to the community after retirement.

KFMB-TV San Diego

Holiday gifts for an elder.

The Later Years

This Sunday magazine has had consistently good viewer response since it started in October 1983. The host has an 87-year-old mother and emphasizes a positive approach to aging. Besides providing advice on preparing for retirement and senior day care, he develops lively segments on such subjects as picking out birthday presents for seniors.

WBAL-TV Baltimore

7

SOCIETY'S ATTITUDES

7
SOCIETY'S ATTITUDES

DIRECTIONS
Aging In Venice

One of the first programs to take a serious approach to the problems of older people in a youth-oriented community—in this case, Venice, Calif., where there is a sharp delineation between generations. On this half hour older citizens discussed their isolation from their children, lack of companionship and preoccupation with illness and death.

ABC

ENOS
Grits And Greens Strike Again

In this episode of the drama series, Enos and his partner went after some juvenile delinquents who were preying on old people at Social Security check time.

CBS

NIGHTLY NEWS
Abuse Of Elderly

The network's widely watched evening newscast has had several special segments on the abuse of elderly persons, with comments from social workers and from those abused.

NBC

TAKE A LOOK

A half-hour discussion of senior citizens and local services available to them.

KNDL-TV St. Louis

QUINCY, M.E.
Honor Thy Elders

In this episode, Quincy, the medical examiner, was involved in the case of an elderly man who committed suicide, a victim of abuse at the hands of his son. Quincy thus became concerned about the abuse and exploitation of older people.

CBS

EVERYTHING THAT'S LEFT

A docudrama that examined the dilemma faced by many families today, with the ever-growing number of older people who, for one reason or another, can no longer care for themselves and need nursing home care.

WAVE-TV Louisville

NIGHTLINE
Crime And The Older Population

Several programs have focused on this topic, including a discussion with a Chicago judge who sentenced a man to

45 years in prison for beating an 86-year-old woman; a woman who runs a security service in San Francisco to escort seniors around town; and a report on what is being done to make streets safer, with special reference to Albany, N.Y.

ABC

Aging In America: A Black Perspective

A documentary on the special plight of older black workers, who were denied basic retirement benefits because their primary working years predated civil rights legislation.

WTNH-TV New Haven, Conn.

Sex And The Elderly

Interviews with seniors, spotlighting the many misconceptions society holds about sex and older people.

KYW-TV Philadelphia

Up Front

Fed Up With Fear

This Saturday magazine on community issues presented a half hour which reported on how older people can and do protect themselves.

KOMO-TV Seattle

Evening Magazine
People Are Talking

Certain segments.

Both of the station's widely watched daily programs have addressed the subject of self-protection. EVENING MAGAZINE ran a special "Oakland Arch Angels," about elders who banded together (Guardian Angel style, armed with walkie-talkies) to reduce fear and crime and promote safety in the streets of Oakland, Calif. PEOPLE ARE TALKING has regular segments on how to safeguard the home against intruders —by crime prevention experts and also, in one case, by a former burglar.

KPIX San Francisco

ETC.

Certain segments.

A report on a widowed persons' support group that offers help and understanding to those who have lost a spouse.

KOLN-TV Lincoln/
KGIN-TV Grand Island, Neb.

CBS Wednesday Night Movies

A Piano For Mrs. Cimino

An elderly woman, played by Bette Davis, diagnosed as senile by her doctor and deemed incompetent by the court, fights to regain control of her estate and her life.

CBS

Bette Davis plays the 73-year-old widow and Alexa Kenin her granddaughter.

Wyoming Commission On The Aging

A 20-minute interview with the director of the Eastern Wyoming Area Agency on Aging, who described its work.

KYCU-TV Cheyenne

Today
Real Estate Fraud

The network's morning show reported on shady time-sharing deals for resort condominiums which defraud the elderly.

NBC

Retirement: A New Beginning?

A four-part series, each 10 minutes, that addressed the social, mental and physical changes involved in retirement.

KOBI-TV Medford, Ore.

Slapped, Battered And Bruised

A five-part news series that documented cases of old people abused by their family members and neighbors.

KOAT-TV Albuquerque, N.M.

Datebook

The station uses this weekend interview program on community issues as a forum to publicize nonprofit events and organizations. On one program, the presidents of the local Council on Aging and the Older Women's League discussed the needs of seniors, particularly women.

KNTV San Jose, Calif.

A New Day

In this half hour for religious organizations, the role played by the churches in serving the needs of the aging is drawn to public attention.

KFDM-TV Beaumont, Tex.

Morning Break
Attitudes To Aging

This daily showcase for community matters ran a series of special reports on attitudes to aging, ranging from protection against home foreclosures to debunking sexual myths.

WOKR-TV Rochester, N.Y.

The Forgotten People

A look at the plight of the "street people"—the derelicts of the city, mostly old, mostly alcoholic—and what is being done to help them.

WOTV Grand Rapids, Mich.

Golden Opportunity

A monthly half hour focusing on the concerns of the older viewer is co-hosted by the director of an area Office on Aging. The station has also editorially criticized federal cuts in the food program for the elderly.

WKYC-TV Cleveland

Crimes Against The Elderly

A three-part series with crimes that victimize older citizens.

KATV Little Rock, Ark.

Focus Detroit
Face To Face
Various segments.

Controversial topics are thrashed out on these weekend half hours with studio audiences and viewer call-ins.

WJBK-TV Detroit

Cagney & Lacey
Mr. Lonelyhearts

An episode in which the two policewomen exposed a con game that tricked older men into paying phony medical bills.

CBS

The Gray Squad

A four-part series that described the work of the Milwaukee Police Department's special unit to combat crime against elders.

WITI-TV Milwaukee

Newsmakers

Hunger

This weekly half-hour interview laid special emphasis on hunger among older citizens and included a short documentary about a Philadelphia woman on the edge of starvation.

WITF Harrisburg, Pa.

Sonya

Several segments.

Interviews with a veterinarian who described new research showing the value of pets in combatting loneliness and a police officer who discussed crimes against older citizens and gave advice on protection.

WDIV Detroit

A pet—one way to combat loneliness.

For The Asking...

A discussion of alternative lifestyles for older people who can still live independently and services available to those who cannot.

WJXT-TV Jacksonville, Fla.

Frontline

Daisy: Portrait Of A Facelift

A woman's decision to have a facelift led to exploration of growing old and the high value our society puts on youth.

PBS

Special Report

A spokesman from the state Office of Elderly Affairs proposed solutions to the problem of nursing home patient abuse.

KPLC-TV Lake Charles, La.

Let Me See My Grandchildren

An interview with members of Grandparents'-Children's Rights, Inc. on their fight for laws recognizing their rights when the divorce or death of a son or daughter is followed by separation from their grandchildren.

KDKA-TV Pittsburgh

Meals On Wheels

Two retirees, senior volunteers, are involved in their local "Meals on Wheels" program, helping both themselves and others by their community action.

WGNX-TV Atlanta

Action News Extra

Special reports.

Five-minute reports on possible solutions to the problem of older people who face the holiday festivities alone, and on the Older Women's League, an

organization which helps in dealing with general problems of loneliness caused by widowhood. These programs were supported by PSAs, both national and local, to recruit volunteers to visit nursing home residents.

WPVI-TV Philadelphia

20/20
Various reports.

Reports on older Americans, usually on fixed incomes, who shoplift in order to survive, and on the allegations of patient abuse and neglect—sometimes leading to death—in a Texas nursing home.

ABC

NEWSWATCH 40
Aid Programs

A four-part series that showed the changing role of the older population and the importance of meeting its growing needs.

WGGB-TV Springfield, Mass.

CENTERSTAGE ON SENIOR ABUSE

An examination of the wide variety of ways in which seniors are taken advantage of and abused.

WTVP-TV Peoria, Ill.

WORLD NEWS TONIGHT
Fraudulent Schemes

Two reports on fraud: a House Committee on Aging investigation of schemes that bilked older citizens and an expose of nursing homes that overcharge their older residents.

ABC

PERSPECTIVE
Certain programs.

In an area with a large number of retirees, this weekend half-hour public affairs program with a news interview format often examines such problems as housing, social services, dealing with death, health-care costs and utility bills.

KCRL-TV Reno, Nev.

BY THE WAY

A weekday half hour which often deals with subjects for and about the community's older residents, also providing information on local contacts for individual follow-up.

WJSU-TV Anniston, Ala.

SENIOR VIEWPOINT

A long-running (since 1979) program, hosted by an attractive, energetic senior. Information about the program, which is broadcast on alternate Sunday mornings, is distributed in all Albuquerque's Senior Centers. The program offers resource material and phone numbers.

KGGM-TV Albuquerque

The friendly smile of Mandy Pino, SENIOR VIEWPOINT*'s host.*

A prescription for happiness: interaction among the generations.

PROJECT 9

Monthly documentaries about the special problems of older people.

WIXT Syracuse

ACTION SENIORS
DIMENSION 3

Daily and weekend programs on subjects of concern to elderly residents.

KVBC Las Vegas, Nev.

INQUIRY
The Graying of America

The main segment in this half hour discussed society's attitudes and the stereotypes and prejudices associated with aging. It made a plea for more integration, pointing out that the more older people are in contact with people younger than themselves, the more vital and mentally adaptable they remain.

WISC-TV Madison

DAYTIME EXCHANGE
Specific programs.

These two programs often discuss how older people can best take advantage of the later years. Panel guests have tackled such topics as age discrimination in our youth-oriented society; the reversal of roles when aging parents turn to their adult children for care; job sharing and new careers after retirement; and sexuality and physical and emotional changes in aging men and women.

WSBK-TV Boston

YOUR AGING PARENT

A weekly program with guest experts, hosted by a psychologist, offers suggestions for helping aging parents cope with widowhood, depression and life after retirement.

WWHT-TV Newark, N.J./
WSNL-TV Smithtown, N.Y.

8

GRAY POWER

8
GRAY POWER

Senior Citizens' Center

An editorial that expressed disapproval of the way an appropriation for the Center was handled by the City Council.

KCAU-TV Sioux City, Iowa

20/20

The Age Of Power/The Power Of Age

The network's weekly newsmagazine reported on the growing political power of the older members of our population, spearheaded by Rep. Claude Pepper (D, Fla.)

ABC

11 Action News

Various reports.

Several five-minute interview segments on the noon news dealt with different senior citizen activities, including "silver haired" legislation and nursing homes.

KTHV Little Rock, Ark.

I Must Be Getting Old: Politics And Problems

A series of news reports examined legislation to protect the rights of elders.

KGO-TV San Francisco

Today

Various reports.

Reports on Senior PAC, a group of older citizens banded together to look after their interests; a demand for more equitable and compassionate payment plans so that older people will not find themselves without heat in winter; discussion of a new law that would require adult children to help pay for their parents' nursing home fees; and the programs and objectives of "Pepper's People," Rep. Claude Pepper's army of elders who fight for their rights.

NBC

Celebrate America

Occasional segments.

Segments on seniors fighting for their rights have included a profile of an older couple who, despite dwindling income, fought for the success of a senior center, and of a Jacksonville, Fla. elderly woman who works with the city to secure benefits for its older residents.

NBC

World News Tonight

Political Rally

The network's major news show reported on a New York rally of older citizens for political strength.

ABC

LITTLE HOUSE ON THE PRAIRIE
Welcome To Olesonville

In this episode, Mrs. Oleson threatens to use her power to bankrupt the town unless certain policy changes are made to please her, but the community's older residents unite to stop her.

NBC

AGING WITH DIGNITY

This six-part news report was an extension of the two-week, stationwide FOCUS ON AGING, which studied the major concerns facing Northeast Ohio's senior citizens. The follow-up on the news examined ways in which seniors themselves are dealing with these concerns through their growing political power. There are new programs to enable older people to stay in their own homes and strong support to obtain visitation rights for grandparents who are denied access to their grandchildren. The series included a look at the Masters swimming program, an event for senior competitive swimmers.

WJKW-TV Cleveland

Almanzo Wilder (Dean Butler) calls on the town founder, played by Lew Ayres (right), to help fight the takeover of Olesonville in LITTLE HOUSE ON THE PRAIRIE.

9

ACROSS THE GENERATIONS

9
ACROSS THE GENERATIONS

Old Enough To Care

A series that was designed to help high school students distinguish fact from myth in stereotypes associated with aging.

WCNY-TV Liverpool, NY

Senior Citizen Volunteers In Schools

A report on how a county school system uses elderly volunteers to help children in the classroom.

WNEM-TV Saginaw, Mich.

White Mama

This two-hour made-for-television movie revolved around a poverty-stricken widow who became the state's guardian of a delinquent 16-year-old.

CBS

Special Treat
Sunshine's On The Way

A retired jazz trombonist, living in a home for senior citizens, gives a young girl volunteer tutoring encouragement, and she reciprocates with moral support.

NBC

Today
Various segments.

Mentally and physically disabled schoolchildren visited nursing homes, with a report on the good results for both old and young.

NBC

Aunt Mary

This show portrayed a 76-year-old woman, played by Jean Stapleton, who coached a Little League team.

CBS

Hello, Larry
Larry Goes To Jail

In this episode of a dramatic series, Larry Alder joined his 74-year-old father in a demonstration to save the homes of some older citizens who were being evicted to make way for a parking lot.

NBC

CBS Late Movie
A Christmas To Remember

During the Depression, a city-bred adolescent comes to live with his grandparents, an elderly farm couple.

CBS

Working with youngsters is a joyful experience shown in a made-for-television movie, AUNT MARY.

60 MINUTES
Snowball

This report concerned a teenager who was fatally shot by a senior citizen whose house had been pelted by snowballs.

CBS

CBS REPORTS
What Shall We Do About Mother?

As two families in Pittsburgh searched for answers to the problem of caring for their increasingly dependent mothers, the major concerns of older Americans—health, housing and financial well-being—were explored.

CBS

THE BAXTERS
Father Knows Best

A combination drama and audience discussion program exploring feelings toward nursing homes, with the participation of both young and old family members.

WTVZ-TV Norfolk, Va.

TOWN TALK
Frequent segments.

A report on a new project, Youth and Seniors, which pairs young people in minor trouble with the law with a trained senior able to give a full measure of supervision.

KYCU-TV Cheyenne

MORNING MAGAZINE
Occasional segments.

An interview with a gerontology expert on the importance of cross-generational family relationships, pointing out that when people are afraid of growing old, they turn away from their own older family members.

WJBK-TV Detroit

And They All Lived Happily Ever After

In this story, parents postponed their retirement plans to accommodate their three grown children who had moved back in with them.

CBS

Martha

The story of a family who adopted a nursing home resident named Martha and developed a close and loving relationship with her. Two years later, Martha died, and the family returned for another special program to talk about their Christmas without her, and to encourage viewers to get involved in the lives of older people who are not necessarily family members.

WITI-TV Milwaukee

Best Of PM Northwest

This special included features on a semiformal ball in a nursing home, a foster grandparents' day-care center, and foster grandparents' work with children.

KOMO-TV Seattle

Northwest Illustrated

Rights Of Grandparents

This segment of the station's weekly public affairs program spelled out the rights of grandparents in adoption cases.

KOIN-TV Portland, Ore.

Quincy, M.E.

Crib Job

In the long-running medical examiner series, a youth is accused of the murder

The love of a foster grandparent transformed a frightened little girl into a responsive, happy child.

of an elderly man and jeopardizing a juvenile/senior citizens' project.

CBS

Generation To Generation
It's My Tomorrow, Too

A half-hour program that examined the conflict between a woman and her mother, as each discovers what it means to grow old.

KCET Los Angeles

At Your Age

A half-hour weekly public affairs program showing positive ways children of aging parents can deal with their parents' problems.

WRAL-TV Raleigh, N.C.

Action News
Alternative Housing

Various reports on the pressures and problems that can occur when an aging parent moves in with an adult child; and on Match, a new program that matches older people living alone with young adults who become their housemates, help care for them and share in household duties, thus enabling seniors to maintain home and independence.

WPVI-TV Philadelphia

Bloomers

A dramatized emotional tug-of-war between a successful artist and her ailing mother.

PBS

Overnight
Cross-generational Living

A report on a nursing home in Colorado that is combined with a daycare center for children.

NBC

Mickey Rooney: his career spans six decades.

The Mickey Rooney Show

In one episode of this series, the legendary Mickey Rooney played a free-spirited elder who moved into the apartment his college-student grandson shared with another student.

NBC

CBS Late Movie
Home To Stay

A farmer is helped by his granddaughter to battle charges of senility and his son's efforts to put him in a home and take over the farm.

CBS

From May To December

This documentary addressed the midlife problems experienced by many of America's older people and was followed by a live in-studio panel discussion with telephone comments from viewers.

KHJ-TV Los Angeles

74

Ralph Bellamy guest-starred as the supportive doctor.

Little House: A New Beginning
Marvin's Garden

On this long-running series, an aging, infirm doctor is little Jenny Wilder's greatest support as he treats her, his final patient, after an accident that left her partially paralyzed.

NBC

The Rhythm Of Life

A report on two choral groups, one consisting of older people, the other of youngsters—an example of intergenerational communication in the arts.

WBZ-TV Boston

Today–After 8
Learning To Be Old

An interview with a 30-year-old environmental designer, who improved her understanding of the environmental needs of older people by changing her appearance and living with seniors as one of them.

NBC

20/20
The Love Of A Grandchild

The weekly magazine explored the growing legal issue of grandparents' rights, showing examples of older people going to court to obtain visitation rights with their grandchildren.

ABC

Today
Special reports.

Two reports: one on a group of divorced women who repair and renovate homes for old people, free of charge; the other on the Shared Housing Resource Center in Philadelphia, a program that matches young adults with seniors who want to keep their homes but cannot manage alone.

NBC

Aging Parents, Aging Children

A half-hour audience participation program which takes a look at what happens when elderly parents become totally dependent on their adult children.

KTTV Los Angeles

World News Tonight
Matching Program

This University of Maryland project teams students with older citizens.

ABC

Terrible Joe Moran

In this drama, a retired boxing champion, played by James Cagney, must overcome his prejudices when a granddaughter he never knew comes to visit.

CBS

Kidsworld

For many years WSOC-TV has co-sponsored a Christmas party for Charlotte's older people. High school

students serve the guests and share memories with them. Those attending come from all over the area, the infirm are provided with transportation, and the expenses are borne by the station and its co-sponsor, the Department of Social Services.

WSOC-TV Charlotte, N.C.

9 Family Ties

A 30-second PSA promoting a coalition of Colorado volunteers who offer care and assistance to 350,000 older adults in the state who continue to maintain their own households. The station offers an explanatory brochure.

KUSA Denver

I Don't Feel Old While I'm Dancing

This 30-minute special on the Dancers of the Third Age—a group ranging in age from 65 to 87—showed them in performance in schools and explored their positive approach to aging. The special was seen on the seven Metromedia stations. WTTG reported many viewer phone calls in support.

WTTG Washington, D.C.

Community Report

This station is supporting the work of a senior doctor and his wife who have perfected a technique to help children with Down's syndrome by teaching them ballroom dancing. A short film, narrated by Jack Lemmon, entitled *Debonair Dancers*, shows the benefits of the doctor's unique approach.

KBAK-TV Bakersfield, Calif.

Dynasty

A number of ultra-popular series have moved rapidly away from stereotypes, and are showing many characters in their later years as forceful—for example, John Forsythe as Blake Carrington in this nighttime serial drama.

ABC

G.E. Theater: *Two Of A Kind*

This drama explored the love between a 21-year-old retarded man and his aged grandfather, played by George Burns.

CBS

George Burns (left) and Robby Benson enacted the special relationship between grandfather and grandson.

10

ADAPTING TO AGING

10
ADAPTING TO AGING

NBC Live Theater
The Oldest Living Graduate

A comedy/drama focused on a salty septuagenarian who was forced to reexamine his family and friends after learning he was to be honored by his military alma mater.

NBC

Perspective
UWL Elderly Audit

Interviews with older people who pursue educational enrichment through classes at the University of Wisconsin, La Crosse, which they audit free of charge.

WKBT La Crosse, Wis.

Senior Update

A Sunday half-hour program, broadcast twice, about the aging process. This program is produced by the local Senior Center and hosted by members.

KFTY-TV Santa Rosa, Calif.

Morning Magazine
Occasional segments.

The director of Detroit's Jewish Home for the Aged talked about its programs and new treatment for people living in this type of home. The purpose of the programs is to make them feel they are still part of and have value to society.

WJBK-TV Detroit

Tulsa Morning
Occasional segments.

A look at Elderhostels, a program providing college education courses for older citizens.

KOTV Tulsa

On Target
Lifelong Learning

On this 30-minute weekly public affairs program, teachers and coordinators of the Lifelong Learning program describe how it has changed since its inception, and its importance to the community.

KQTV St. Joseph, Mo.

Open Mind
Growing Young

A discussion with Ashley Montagu, anthropologist.

WPIX-TV New York

Focus
Various segments.

Reports on a local Senior Olympics and on a senior citizens' theater.

WPTV West Palm Beach, Fla.

Town Talk
Various segments.

A look at sports activities for older people, including skiing, in the Rocky Mountains.

KYCU-TV Cheyenne

Senior Citizen Survival

A news segment on a seminar designed to teach techniques of surviving and thriving while living alone.

WNEM-TV Saginaw, Mich.

Arizona Illustrated
Many segments.

A preview of a tennis tournament for residents over 50.

KUAT-TV Tucson

Open House
Occasional segments.

Ten-minute interviews with Noel Johnson, author of a book on older people and sexuality, and with the founder of Camelback Hospital concerning companion animals; also advice was given on how to retire in style.

KPHO-TV Phoenix

PM Northwest
Senior Softball

A report on the annual softball tournament sponsored by the county Parks Department.

KOMO-TV Seattle

Good Morning Augusta
Occasional segments.

This daily half-hour program on occasion devotes itself to the Meals on Wheels program; also the annual Senior Olympics with officials and participants giving an overview of the events and particulars on how to participate.

WJBF-TV Augusta, Ga.

Prime Time

An older worker has invented a baseball board game that's beginning to catch on; a master marionette-maker celebrates his 50th anniversary with puppets; and an elderly train buff shows off his scale-model re-creation of a famous railroad engine. The station also runs spots for local agencies publicizing their recreational program.

WPVI-TV Philadelphia

No End In Sight

This half-hour special protrayed the daily lives of a cross-section of individuals and couples who have come to grips with the aging process by engaging life instead of retiring from it.

KCBS-TV Los Angeles

Golf practice keeps down both handicap and weight.

Multipurpose Senior Center

A half-hour presentation of a facility built to offer as many interests as possible to today's older citizens.

WESH-TV Daytona Beach, Fla.

Focus

This half-hour program, part of a continuing series, dealt with the support system—people, programs and agencies—that provides services and information for senior citizens.

WCBD-TV Charleston, S.C.

Living Alive

A series of 13 half-hour programs broadcast twice a week which featured at-home interviews with older people chosen as examples of successful aging. Different themes—"On Being a Grandparent," "Self-esteem," "Keeping On With Learning"—were illustrated, and each segment wound up with a short round-table conversation with several panelists.

KIXE Redding, Calif.

The Other Woman

Romantic comedy in which a 50-year-old widower marries a new wife half his age—and then falls for a vivacious grandmother.

CBS

Overnight

Various topics.

Report on Seattle University's branch of Elderhostels providing education for those 60 and over, and on "Loners on Wheels," an organization of older people who have taken to the life of the road.

NBC

Hobbies include 2,000-piece puzzles.

Seniors Today

This monthly 15-minute report, broadcast on weekends, is about special activities and hobbies of interest to older Americans.

WJAC-TV Johnstown, Pa.

Senior Circuit

This weekly program addresses problems related to living in society as an older person. "Divorce after 50" was a report on how couples deal with the traumatic experience of divorce after long marriages.

WNEV-TV Boston

Crossroads

One episode included a visit to a 74-year-old who practices the ancient art of gold-leaf sign painting.

CBS

Mainstreet

Frequent segments.

This weekly newsmagazine often profiles one of the community's more distinctive older citizens.

WLOS-TV Asheville, N.C.

Many become absorbed in the arts.

MIDDAY
Frequent segments.

These half-hour program segments, averaging about 7 minutes, discuss the psychological, economic and developmental aspects of life as an older person.

KWGN-TV Denver

NEWS 13 AT 5 PM
Weekly segment.

"Vintage Years" is a weekly segment on the news show in which a local columnist comments on older people and how they can help themselves to continue living a full life.

WIBW-TV Topeka

TODAY
Regular segments.

"Coming of Age," the first of a three-part series, profiled a couple happily married for 50 years and concluded that old age stereotypes were misconceptions.

NBC

PRIME TIME

Dedicated to the theme that "getting old isn't all that bad," this half-hour weekly features area residents who are aging successfully and helping others to do likewise.

WUSF-TV Tampa

NIGHTLINE
Occasional segments.

The prestigious late news show had a report on the annual Old Timers' Baseball Classic in Washington, D.C.

ABC

20/20
Light The Eternal Flame

The weekend newsmagazine investigated the problem of older people being drawn into cults in increasingly large numbers.

ABC

ACTION SENIORS

This weekly half hour often acts as a catalyst in senior programs such as political action groups and others. The program also takes an active role in solving consumer complaints for seniors.

KVBC Las Vegas

COMMUNITY SCAN
Frequent segments.

This Saturday public affairs show, repeated Sunday, addresses aging from different angles. Subjects have included: a panel on alcoholism and the elderly and a panel of older citizens who discussed lifestyle changes from equal rights to finance.

KTTC-TV Rochester, Minn.

WHAT'S MY LINE?
Frequent segments.

The famous entertainment program has featured older people in a cheerful

and a positive manner, as in a segment on five tap-dancing grandmothers from Mesa, Ariz.

CBS

The Best Of Times

This PSA series was produced by WRAL-TV in consultation with the Council on Aging in three towns in the viewing area. The station's aim was to get its older audience actively involved in the production of spots concerning them. WRAL-TV provided a producer for four 30-second PSAs that dealt with the benefits of voluntarism to retired people (who use their professional skills in voluntary work at hospitals, libraries, etc.); the importance of taking the time to exercise; the ways in which seniors continue to contribute to society; and the value of a time schedule even in retirement.

WRAL-TV Raleigh, N.C.

Aging Independently

An eight-part news series by the health and consumer reporters that concentrated on maintaining good health and different kinds of housing, including a concept known as "echo" housing where an elder can live alone but within "shouting" distance of a younger person. The series also explored other alternative living arrangements, such as house sharing and modifying an existing residence to cope with disabilities such as arthritis.

KGW-TV Portland, Ore.

Relaxing in the woods of New Hampshire: a picnic and a game of cards with friends are favorite leisure-time activities.

11

VITAL PEOPLE

11
VITAL PEOPLE

Evening Magazine

A Wine Matriarch

For generations the Sebastiani family has been making wine in Northern California's Sonoma Valley. Evening Magazine profiled Sylvia, the First Lady of the vineyards.

KPIX San Francisco

Eight Faces Of Age

In a one-hour special, older Americans described the various ways to experience aging, in keeping with their personal preferences.

KCSM-TV San Mateo, Calif.

Nightly News

Some segments.

One segment profiled an octogenarian woman who continues to work as a hospital volunteer.

NBC

Sunday Magazine

Occasional segments.

A 10-minute interview with the former dean of Bethany College, W. Va., about his views on growing old.

WKYC-TV Cleveland

Inside I Am The Same

A half-hour exploration of the lives of five older people throughout their active, thoughtful and sometimes painful days, with frank discussions of sex and death.

WTVD Durham, N.C.

Valley Magazine

Several features.

This program makes a practice of running six-minute segments on older residents: a Saratoga kindergarten teacher who founded a community garden and uses it in her teaching; a Santa Cruz fisherman; a 70-year-old researcher who won a Smithsonian award.

KNTV San Jose, Calif.

The Best Of Solomon Travis

This half hour was part of an "oral history" series highlighting the contributions of older people. It featured a Newport News labor and civic leader whose grandfather was a slave on the plantation where the Nat Turner rebellion took place.

WVEC-TV Hampton, Va.

The Kennedy Center Honors: A Celebration Of The Performing Arts

This program honored five artists for their lifetime achievements in their art form: Count Basie, Cary Grant, Helen Hayes, Jerome Robbins and Rudolf Serkin, all veterans in their professions.

CBS

Senior Update

This weekly half hour highlights local activities and events of interest to older citizens; programs have included an interview with Pat Welsh, the veteran actress who created the voice of "E.T."

KFTY-TV Santa Rosa, Calif.

News Central 5

Occasional segments.

This news program includes where possible positive stories on older residents, such as a couple of newly wed 80-year-olds who say it's never too late.

KALB-TV Alexandria, La.

LA: The State We're In

A report on a retired judge who sells Christmas trees to benefit the disabled.

WLPB Baton Rouge, La.

Newsmakers

An interview with Loretta Schwartz-Nobel, author of *Starving in the Shadow of Plenty*, an examination of hunger among the low-income elderly.

WITF Harrisburg, Pa.

Better With Age: Four Portraits

This hour-long special took a positive look at growing older by depicting the lives of four Central Florida residents who have made their later years a time of achievement.

WFTV Orlando, Fla.

Joe Williams and Ella Fitzgerald celebrate Count Basie as they sing a duet of "Honeysuckle Rose."

60 Minutes

Occasional segments.

A profile of Rep. Claude Pepper, the oldest man in Congress, nicknamed "Mr. Social Security." His well-known championship of rights for older Americans was reviewed.

CBS

Up Front

Occasional features.

A story on a feisty 106-year-old who stays in shape by daily tricycle rides.

KOMO-TV Seattle

Winter Of Discontent

This news series on Maine's older citizens included a report on an elderly woman, living alone in an unheated cabin and surviving without recourse to social welfare programs.

WCSH-TV Portland, Me.

Real People

Many programs.

Stressing the positive aspects of aging, the program shows older people in roles and jobs requiring strength and agility: women aged 55-75 performing water ballet; a senior rodeo in Nebraska where some participants were in their 70's; a fencing instructor who is over 90; and a 75-year-old marathon runner, who ran his first race in 1928, and his 50th in 1981.

NBC

Nightline

The award-winning latenight news program celebrated Irving Berlin's 95th birthday.

ABC

On The Road With Charles Kuralt

Certain segments.

The popular Sunday morning program mentioned, among others, an interview with an 80-year-old woman from South Carolina, who has worked 15 years, 17 hours a day, cooking to feed the hungry, because she "always wanted to be a person that lived by the side of the road and was a friend to man."

CBS

Opportunities For Seniors

In a program showing possible activities for older people and interviews with active seniors, one interview profiled a 77-year-old retired colonel who continues to compete in an annual 1,000-mile Alaska dogsled race.

KTVA Anchorage

Racketball is a sport for the older set, too.

20/20

Many segments.

Many veteran actors, comedians and musicians have been interviewed or profiled in the network's consistently lively weekly hour: Fred Astaire, George Burns, Itzhak Perlman, Gloria Swanson. In "All About Acting" Bette Davis and James Stewart told how they ply their craft. "Personal Touch" was an interview with 76-year-old Milton Berle on the subject of aging.

ABC

Picasso: A Painter's Diary Traveling Hopefully

Two documentaries: a profile that allowed Picasso to speak for himself, and

an appraisal of the work of Roger Baldwin, the 97-year-old founder of the American Civil Liberties Union (who died shortly after the film was completed).

PBS

CBS Morning Show
Occasional segments.

In a cheerful birthday mood, Jack La Lanne celebrated his 70th by pulling 70 rowboats for viewers.

CBS

Coming Together

This one-hour documentary on the activities and outlook of a 76-year-old Boston filmmaker was part of the station's coordinated project on aging.

WBZ-TV Boston

Sunday Morning
Frequent segments.

The networks often features the work of older writers and artists, without making a specific allusion to their age. Katherine Dunham and Geoffrey Holder were interviewed recently; also a 74-year-old Navajo Indian woman, Annie Wauneka, who once stopped a TB epidemic and is currently working against alcoholism.

CBS

Visions
Certain programs.

The station has featured the life and work of Samuel Brown, who described his experiences in the WPA projects of the Depression era. Another program explored the work of the World Peace Mission, a movement made up largely of elderly people led by the late activist Father Divine and his widow, Mother Divine.

WPVI-TV Philadelphia

The Tonight Show Starring Johnny Carson
Many older guests.

The network's flagship evening talk show has invited many senior guests, particularly entertainers: for example, Marie Earle, a 95-year-old who became an actress at age 76, and Dame Judith Anderson, now 86.

NBC

Crossroads

The long-running series had an episode describing a visit with the 81-year-old jailer of Graham County Jail in North Carolina.

CBS

The American Film Institute

CBS' presentations of the annual Life Achievement Awards pay tribute to famous older stars and directors such as Fred Astaire, Frank Capra and John Huston.

CBS

Frank Capra displays his award.

Over Easy

This weekday half hour program, co-hosted at various stages in its six-year span by Mary Martin, Hugh Downs and Jim Hartz, included many segments focusing on people who spoke frankly about their feelings on growing older. Many different personalities and careers, income and educational levels were featured: among others, Malcolm Cowley, a noted author; Jane Withers, child movie star; Anton Grubman, a man who learned to weave tapestries at age 83; and numerous actors, including Janet Gaynor, Lillian Gish and Van Johnson.

PBS

Celebrities: Where Are They Now?

This special featured Jackie Coogan, Bert Parks, Margaret Hamilton and Dorothy Lamour and paid a special tribute to the late Pat O'Brien.

ABC

Metrocosms

In this half hour, a group of actors in New York's turbulent South Bronx show the value of life as older people, through originally produced works based on their own experiences.

PBS

Eva Marie Saint and her husband, director Jeffrey Hayden (left), talk with Mary Martin and Jim Hartz about what it takes to sustain two successful careers and a 30-year-old marriage.

LIST OF STATIONS REPRESENTED

LIST OF STATIONS REPRESENTED

KABC-TV	Los Angeles
KAKE-TV	Wichita, Kans.
KALB-TV	Alexandria, La.
KATU	Portland, Ore.
KATV	Little Rock, Ark.
KBAK-TV	Bakersfield, Calif.
KCAU-TV	Sioux City, Iowa
KCBD-TV	Lubbock, Tex.
KCBS-TV	Los Angeles
KCEN-TV	Temple/Waco, Tex.
KCET	Los Angeles
KCPQ	Tacoma
KCRL-TV	Reno, Nev.
KCSM-TV	San Mateo, Calif.
KDKA-TV	Pittsburgh, Pa.
KDNL-TV	St. Louis
KELO-TV	Sioux Falls, S.D.
KFDM-TV	Beaumont, Tex.
KFMB-TV	San Diego
KFTY-TV	Santa Rosa, Calif.
KGGM-TV	Albuquerque
KGMB	Honolulu
KGMC	Oklahoma City
KGO-TV	San Francisco
KGTV	San Diego
KGW-TV	Portland, Ore.
KHJ-TV	Los Angeles
KHTV	Houston
KING-TV	Seattle
KIXE	Redding, Calif.
KLRN-TV	San Antonio, Tex.
KMEG-TV	Sioux City, Iowa
KMOX-TV	St. Louis
KMSP-TV	Minneapolis
KMTV	Omaha
KNBC	Los Angeles
KNTV	San Jose, Calif.
KOAM-TV	Pittsburg, Kans.
KOAT-TV	Albuquerque
KOBI-TV	Medford, Ore.
KOIN-TV	Portland, Ore.
KOKI-TV	Tulsa
KOLN-TV	Lincoln/KGIN-TV Grand Island, Neb.
KOMO-TV	Seattle
KOTV	Tulsa
KPBS-TV	San Diego
KPHO-TV	Phoenix
KPIX	San Francisco
KPLC-TV	Lake Charles, La.
KQTV	St. Joseph, Mo.
KRCR-TV	Redding, Calif.
KREX-TV	Grand Junction, Colo.
KSFY-TV	Sioux Falls, S.D.
KSNT	Topeka, Kans.
KTHV	Little Rock, Ark.
KTLA	Los Angeles
KTTC-TV	Rochester, Minn.
KTTV	Los Angeles
KTVA	Anchorage
KTVC	Ensign, Kans.
KTVE	El Dorado, Ark.
KTVG	Helena, Mont.
KTVX	Salt Lake City
KUAT-TV	Tucson
KUON-TV	Lincoln, Neb.
KUSA	Denver
KUSK	Prescott, Ariz.
KVBC	Las Vegas, Nev.
KVIQ	Eureka, Calif.
KWGN-TV	Denver
KYCU-TV	Cheyenne
KYUS-TV	Miles City, Mont.
KYW-TV	Philadelphia
WABG-TV	Greenwood, Miss.
WAVE-TV	Louisville
WBAL-TV	Baltimore
WBBM-TV	Chicago
WBFF-TV	Baltimore
WBHQ-TV	Memphis
WBZ-TV	Boston
WCAU-TV	Philadelphia
WCBD-TV	Charleston, S.C.
WCBS-TV	New York
WCCO-TV	Minneapolis
WCNY-TV	Liverpool, N.Y.
WCSH-TV	Portland, Me.
WCWB-TV	Macon, Ga.
WDIV	Detroit
WEAU-TV	Eau Claire, Wis.
WESH-TV	Daytona Beach, Fla.
WFMY-TV	Greensboro, N.C.
WFTV	Orlando, Fla.
WGAL-TV	Lancaster, Pa.
WGGB-TV	Springfield, Mass.
WGHP-TV	High Point, N.C.
WGN-TV	Chicago
WGNX-TV	Atlanta
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WXNE-TV	Boston
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"Television is both a mirror and a molder of the changing and often conflicting images of our older citizens," writes Dr. Mary Cassata, professor of mass communication at the State University of New York at Buffalo. TELEVISION LOOKS AT AGING is an appraisal of how the medium serves the interests of a growing segment of the population. This national sample of programming in the '80s shows how television is helping to make the older generation of Americans more visible, not only by drawing attention to their needs but also, of perhaps greater importance, by recognizing their very real contributions to society. Dr. Cassata's introductory essay is supported by descriptions of hundreds of programs, both on the national networks and on local stations.

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